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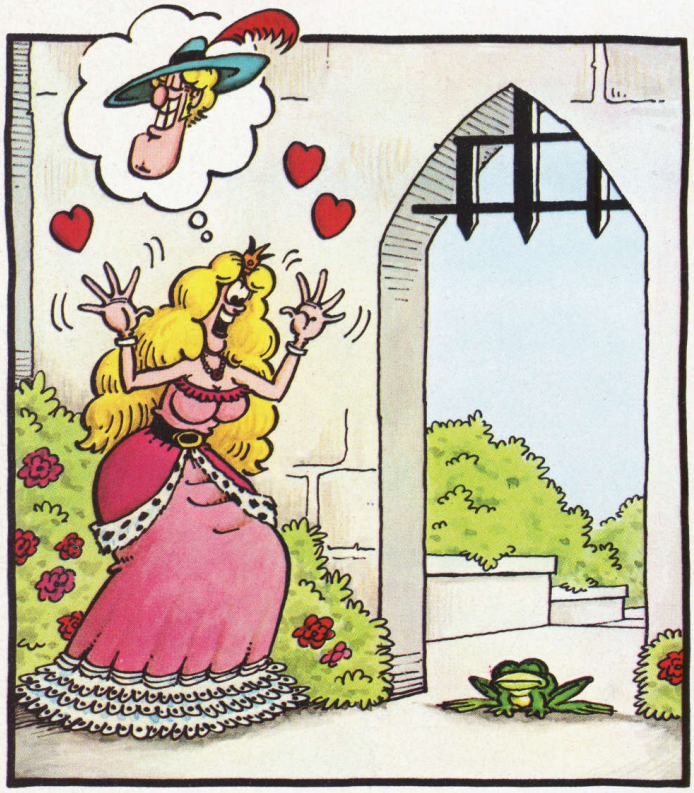
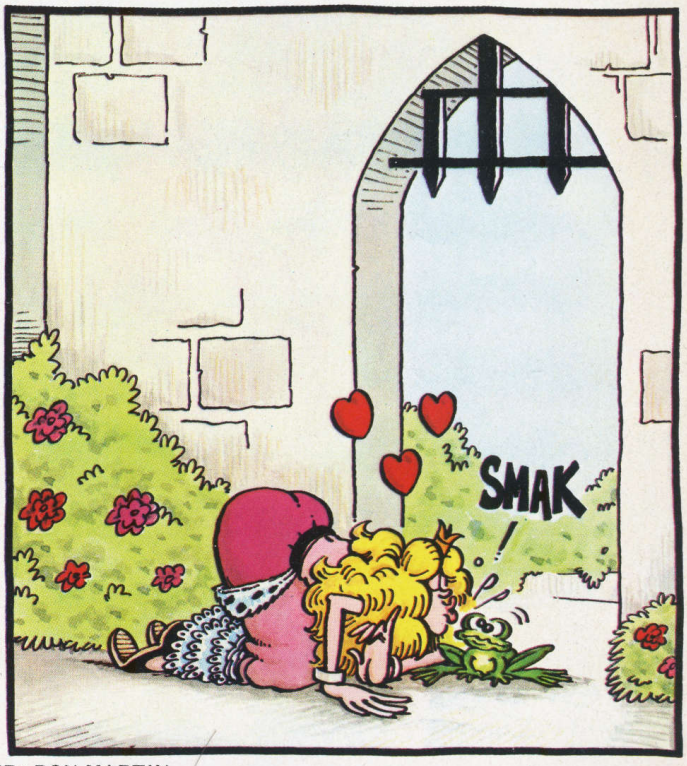
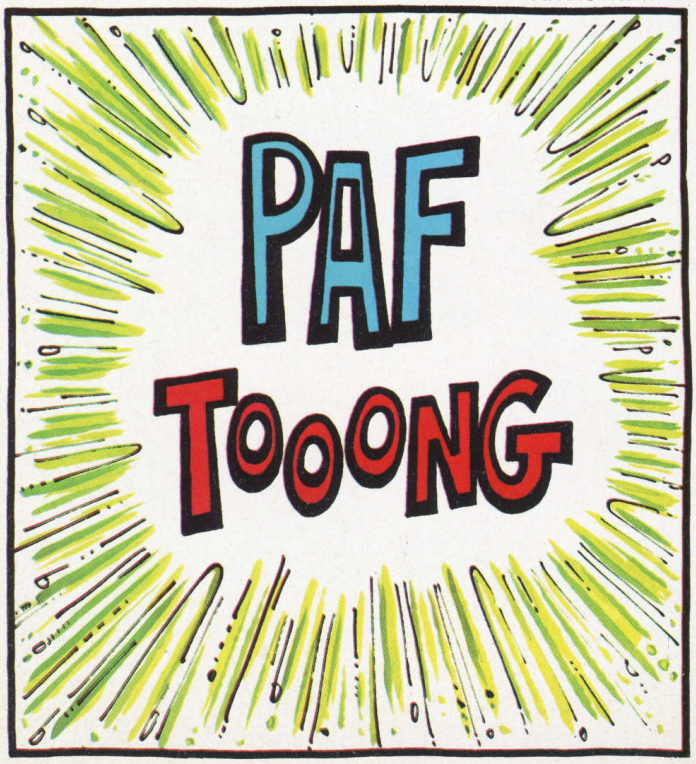
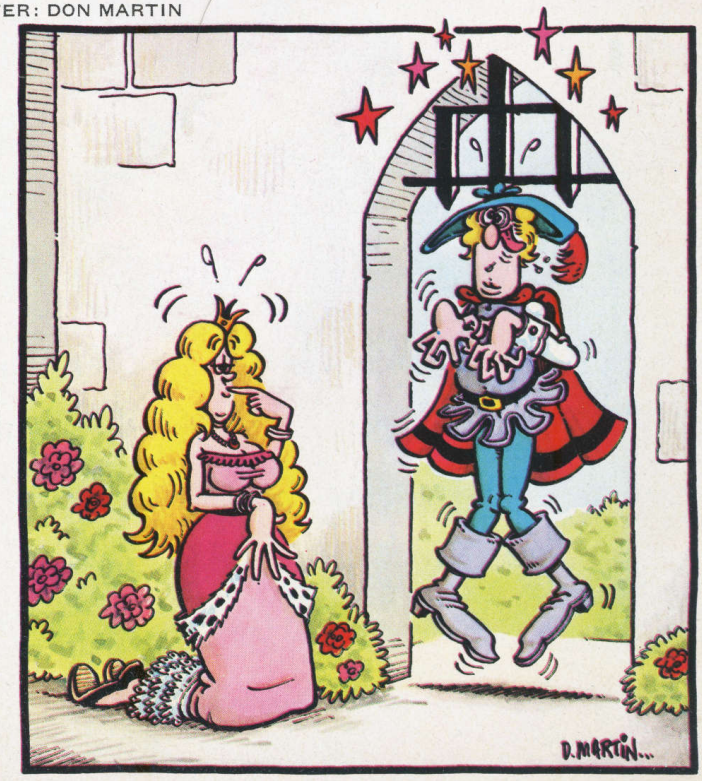




ARTIST & WRITER: DON MARTIN





NUMBER 185 SEPTEMBER 1976

MAD

"What goes up—must come down . . . except, it seems these days, the cost of living!"—Alfred E. Neuman

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JOHN PUTNAM *art director* LEONARD BRENNER *production*
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DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD—Sept. 1976, Volume 1, No. 185. Published monthly except February, May, August and November, by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: in U.S.A., 20 issues $10.00. Outside U.S.A., 20 issues $12.50. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1976 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

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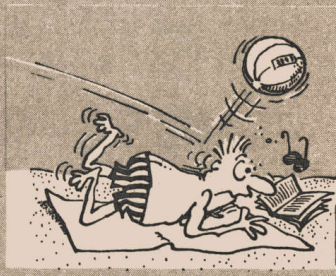

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MAD CELEBRATES THE FOURTH!

Yep, this week MAD celebrated because we sold our fourth full-color portrait of Alfred E. Neuman, MAD's "What—Me Worry?" kid—suitable for framing—or training puppies—or lining bird cages. Help us to celebrate our fifth! (And we hope it won't be in another 200 years!) Send 35¢ for 1, 75¢ for 3, $1.55 for 9 $3.15 for 27 or $6.35 for 81 to MAD, 485 MADison Avenue, N.Y., N.Y 10022

LETTERS DEPT.

NORMAN MINGO'S PIZZA COVER

Norman Mingo's pizza shop cover made me laugh and gave me heartburn at the same time.

Scott L. Kafka
Queens, N.Y.

When I first saw Mingo's Delivery Boy cover I figured it could never happen. I ordered a pizza and when it arrived it looked like a retread. I believe!

Robert Canipe
Hickory, N.C.

I showed your June cover to my local pizza-maker, thinking no one could be as stupid as Alfred E. Neuman. But the pizza-maker said a guy came in one bitter-cold winter day and ordered two sizzling slices which he promptly stuck onto his head as earflaps!

Mike Lombard
Chicago, Ill.

DUM-DUM AFTERNOON

Your satire on "Dog Day Afternoon" was a howling success!

Douglas Shatzer
St. Thomas, Pa.

Drucker's likenesses of Al Pacino *and* John Cazale *and* Charles Durning are something you can bank on!

Seth Jakel
West Orange, N.J.

Your take-off on "Dog Day Afternoon" was long, dragged out, dreary, dull and predictable, but so was the movie itself.

David Hubbard
Norwalk, Conn.

Who should know more about holdups than MAD?

Mike Gavin
Greensboro, N.C.

MIND POWER MAGAZINE

Your magazine-within-the-magazine articles are the last I get to and "Mind Power" is mind-over-reading-matter, but very rewarding. Stan Hart is your most perceptive, informed and funniest writer.

Timothy O. Lane
Baldwin Park, Calif.

What's so mystic about "Mind Power"? *I* knew what Hart was going to write, even *before* he sat down at the typewriter!

Julian "ESP" Blake
Rumson, N.J.

THE LIGHTER SIDE OF GROOMING

Dave Berg's "Lighter Side Of Grooming" made a bad appearance.

Peter Robustelli
Bronx, N.Y.

UNWEDDINGS OF THE FUTURE

In "Unweddings Of The Future", Doud and Coker could have included the concept of the Unwedding *Cake.* It lends itself to a new variety of plastic cake-top figurines such as: couple engaged in settlements, bride clawing groom, groom slugging bride, etc. And in place of the traditionally bland white cake, uncouples could opt for a more expressive flavor like "Venomous Vinegar" or "Bitter Lemon."

Karen Carbone
Whitman, Mass.

Paul Coker's "Unwedding Cake"

BURPS THROUGH HISTORY

Your "Burps Through History" was a real gas!

John Ohmer
Carmel, Ind.

THE PRINCESS IN THE TOWER

Tell Edwing and Coker that their "Scenes We'd Like To See (The Princess In The Tower)" was a pretty tall tale!

Gregory Sanza
Bronx, N.Y.

ARAGONES GETTING INVOLVED

I really felt like commenting about Sergio Aragones's "Getting Involved" but then I decided to mind my own business.

Richey Neuman
Eugene, Oregon

BARFETTA

"Barfetta"...dat piece really blew me away!

Jeff Gwynne
Bow, N.H.

Silverstone and Torres disguised everything but their recognizable wit!

Bruce Carpick
Winnipeg, Man.,
Canada

ANTI-SMOKING SENSE

Congratulations on your "Winsom" back cover. This is one of the best "advertisements" against smoking I have seen and excellent material for our health teachers to use.

(Mrs.) Frances H. Fisher
Learning Resource Center
Abraham Levitt J.H.S.
Willingboro, N.J.

BICENTENNIAL "MADDE" SUPER SPECIAL #19

As the Adjutant of a reactivated 18th-century military organization, the XI Regiment of the Massachusetts Line of the Continental Army, I feel that duty compels me to write to congratulate you for your exceptional Bicentennial "MADDE" issue. Of particular merit is the "Minute Man of the Year" story. Is the delineator of the article, cited as Major George Woodbridge, the *same* George Woodbridge who is currently commander of the Brigade of the American Revolution? I am curious to ascertain this insofar as the various accoutrements and other particulars appearing in the art work reflect an artist who is more than acquainted with the odds and ends of 18th century life.

LTC. Philip D. Paulson
Adjutant, XIth Regt.
Massachusetts Line
Continental Army
Taunton, Mass.

Yes, the *same* George Woodbridge, artist-militarist—Ed.

I've been reading MAD for quite some time now but I've never written you before. This time though, I just had to compliment you on your "MADDE" Bicentennial insert. It was simply side-splitting and all I can add is, "I regret that I have but one life to waste reading MAD!"

Dave Hunt
Hamilton, Ont.,
Canada

Alfred Takes A "MADDE" Bow

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KUBRICK-A-BRAC DEPT.

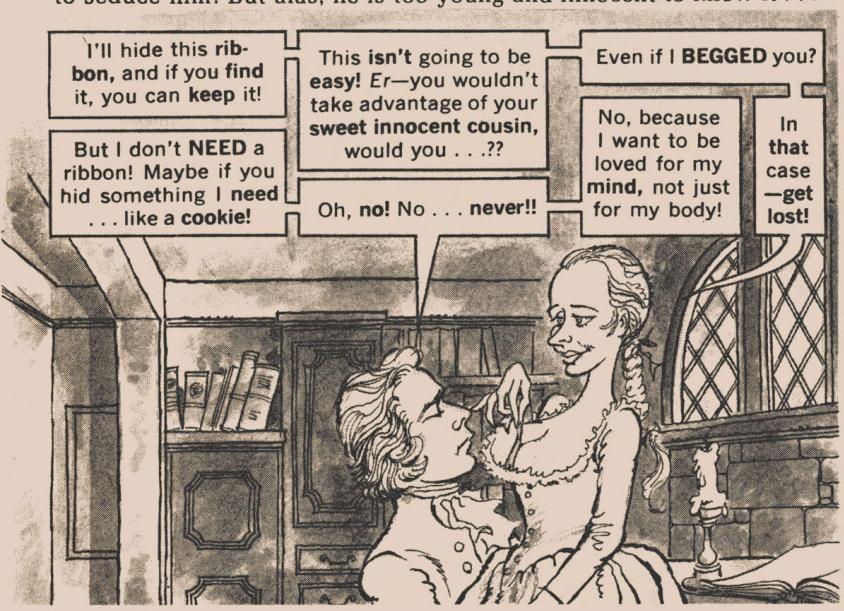
So you think Historical Movies are a thing of the past?! So you think no one wants to see Costume Epics any more!? So you think they're too dull and slow-moving to hold your interest?! Then you probably just woke up after seeing this latest dull extravaganza! Well . . . here's a chance to be put back to sleep—with MAD's even duller version of

BORE

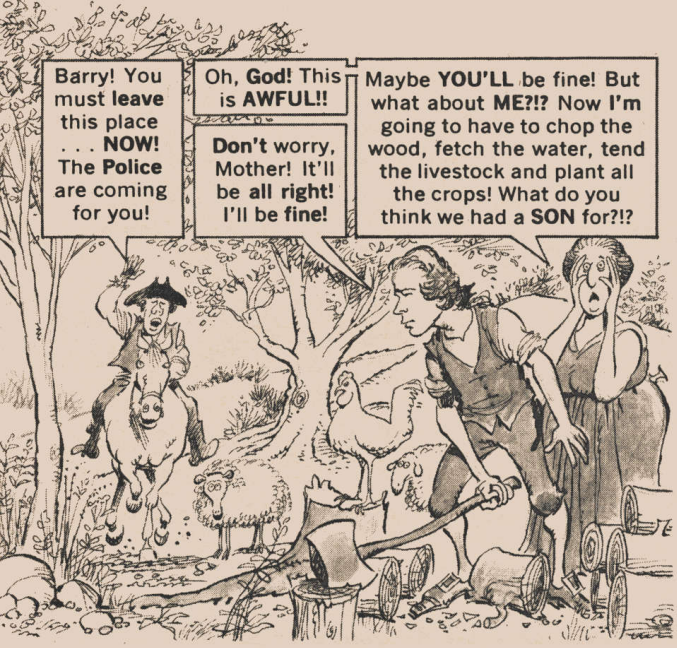
Y LYNDON

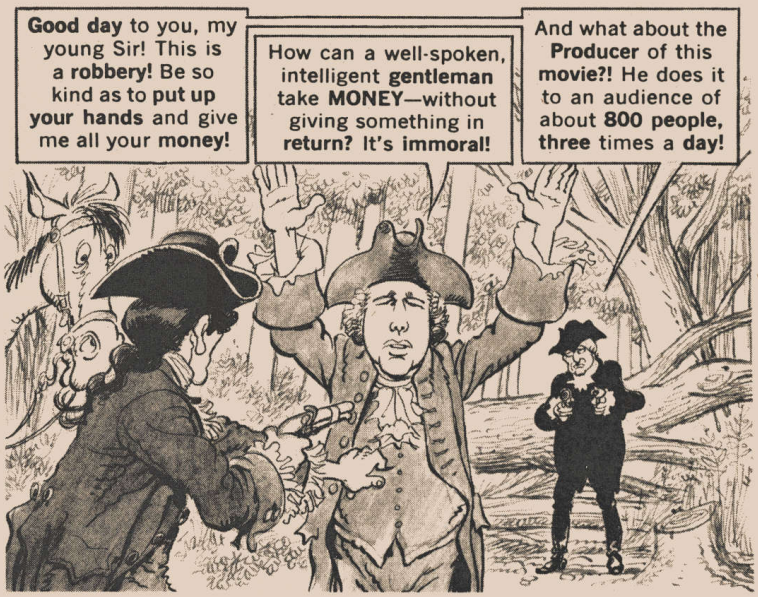
ARTIST: MORT DRUCKER WRITER: STAN HART

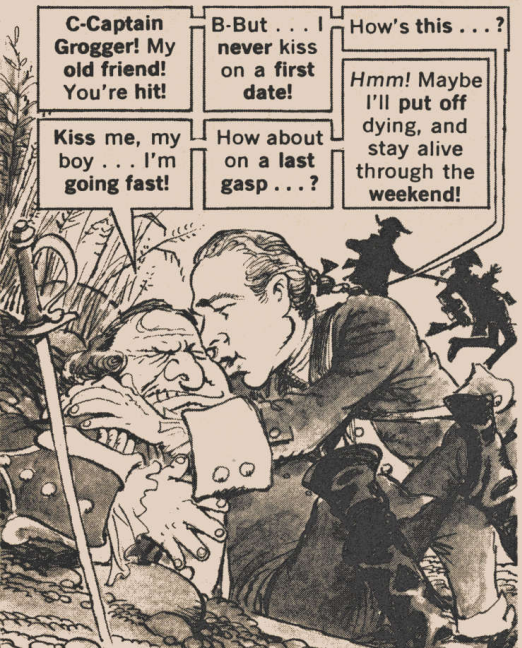
Hello! I'm your Narrator, and throughout the film, I'll be telling you what's happening! That's in case you fall asleep and miss something! Well, now, young Borey is in love with his Cousin, who tries to seduce him! But alas, he is too young and innocent to know it . . .



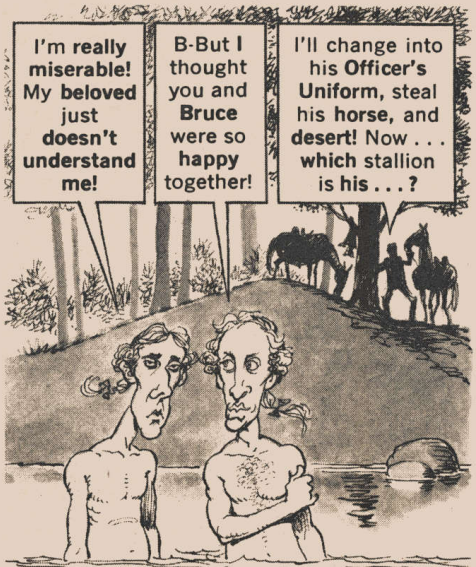
To avenge his honor, Captain Quince challenges Borey to a duel. Since our story has just begun, the suspense about who wins isn't too great.





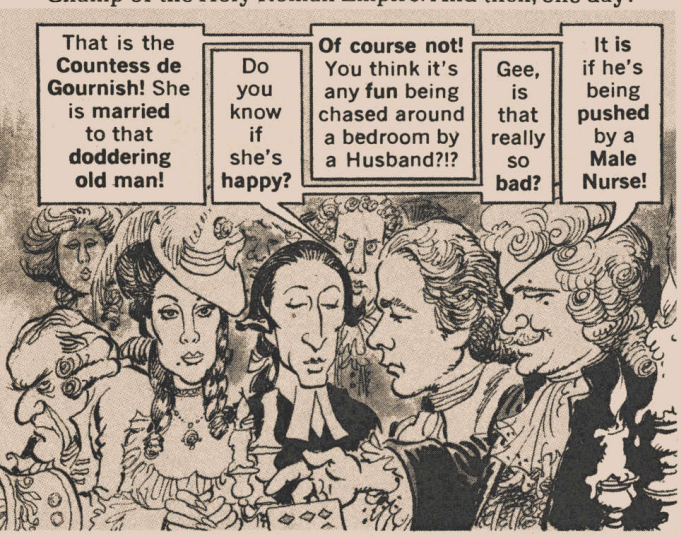


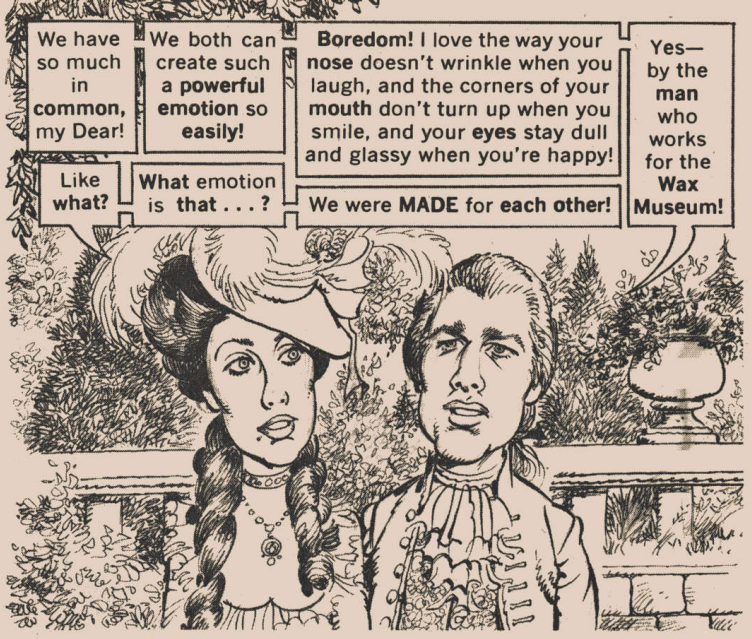
After seeing the British fight to a glorious, but bloody victory, and watching his brave comrades fall nobly about him, Borey is consumed with one burning, passionate resolve . . . to get the Hell out of there!



FRESH EGGS
CHIRP!
Kind sir, please help me! I have a condition that I am sure you could help me to cure!
What's wrong . . . ?
I am lonely and love starved . . . !
I don't know if I can help you! You see, I have the same condition!
You also have a case of the stupids!
Halt!! Who are you, stranger?
A British Officer, Sire . . . !
I think you are not a British Officer! I think you are a common DESERTER!
What makes you say that . . . ?
By the way you stick your thumb in your eye when you salute!
This is the way we DO it in MY regiment!
What regiment is that . . . ?!
The Royal Masochist Fusiliers!
Take your choice! I can shoot you . . . or you can join the Prussian Army!
Well . . . is there any chance for advancement in the Prussian Army?
I guarantee it! Within two weeks, you will no longer be a Private . . . !
Oh . . . ? And what will I be . . . ??
Probably dead! But, by the way you ACT, who will know the difference?!
Don't worry! I'll save you, Captain Potzoff!
That is amazing! I capture you, force you into the Army, make you face certain death . . . and still, you save my life! i can no longer consider you a scoundrel! You are something else!
And what's that??
A schmuck!
The Seven Years War ended right on time . . . after seven years . . . and Borey was destitute. But once again, Good Fortune, who has a weird sense of humor, smiled on him.
As a reward for your loyalty and heroism, we have a JOB for you! We want you to SPY on the Chevalier de Tutti Frutti!
You want me to be a SPY?!? B-But that's so dangerous!
True! But think how happy you will make some very important people . . . !
Who?
Your next of kin!
I have a confession to make, Sire! When I learned you were a fellow countryman of mine, I was overcome with remorse!
I didn't feel so hot about it, myself!
No, I mean, I was paid to SPY on you! I-I'm so ashamed!
Thank you, my Son, and go now . . . Hmmm! On second thought, why not stay for the weekend?

So Borey went to work for the Chevalier, assisting him at his card games. Borey became the "Go Fish" Champ of the Holy Roman Empire. And then, one day:

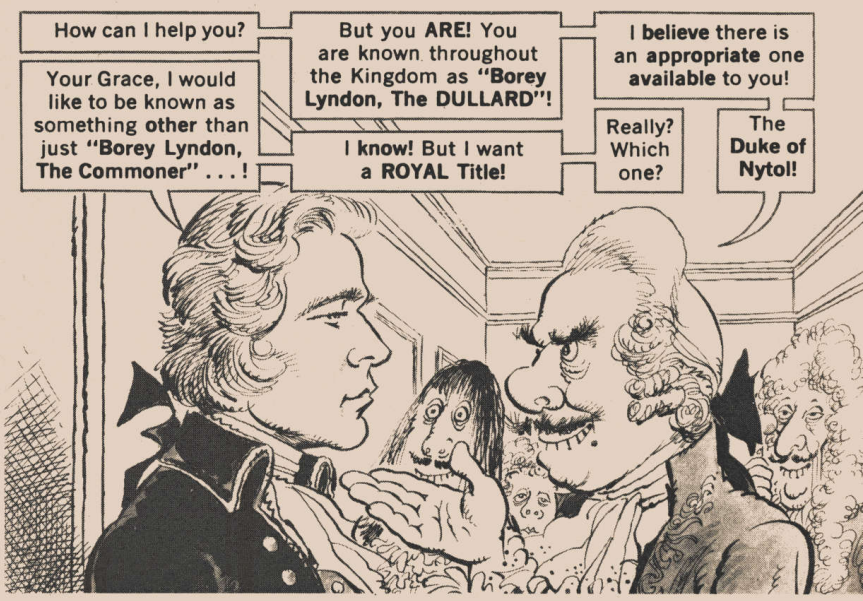




INTERMISSION

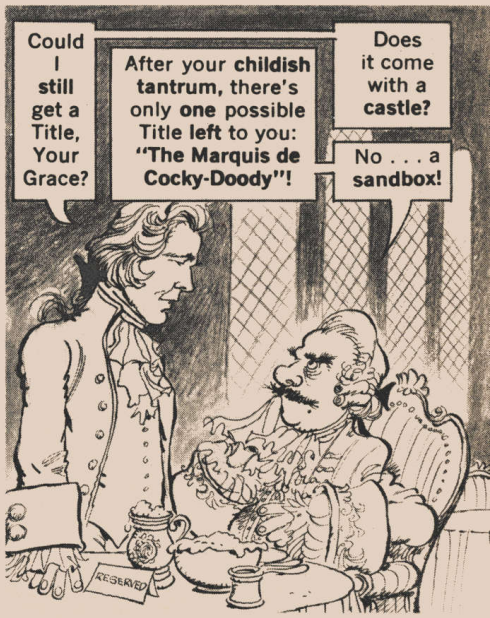
And so, Borey's last obstacle to wealth and power was removed. Now I have some good news—and some bad news! The good news? It's INTERMISSION! The bad news? The second half doesn't get any better!

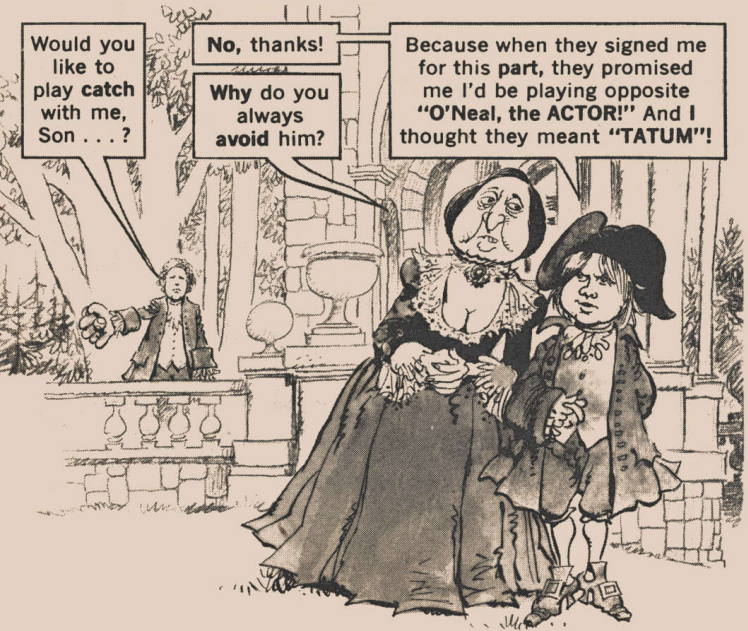
Isn't that your **Husband** with your **MAID?**
Yes! He's so **loyal** and **faithful** to me!
Loyal and **faithful?** Madam, your Husband is **CAVORTING** with the comely wench!
Oh, he'll stop at **nothing** to get her to do **WINDOWS** for me! You **know** how it is with **hired help** these days!


How can I help you?
Your Grace, I would like to be known as something **other** than just **"Borey Lyndon, The Commoner"** . . . !
But you **ARE!** You are known throughout the Kingdom as **"Borey Lyndon, The DULLARD"!**
I know! But I want a **ROYAL Title!**
I believe there is an **appropriate** one **available** to you!
Really? Which one?
The **Duke of Nytol!**

Oh, Borey . . . I don't like to see you fawning on people . . . just to get a Title!
Me . . . ? ! ? Fawning on people? That is **nonsense!**
Ohhh! I am so **SORE** from that **hard ride** this morning!
Let me **kiss** it and make it **better!**
SEE!!

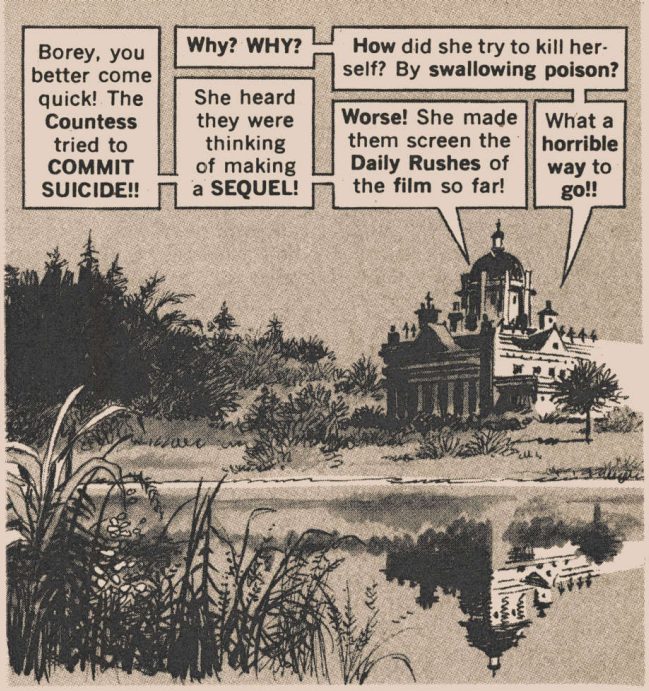
I really **detest** you, Borey Lyndon!
Why . . . ?
Because **I'm** supposed to be **18,** and **you 45!** And **you** look **YOUNGER** than **I** do!
How **gauche!** Stop that fighting **this minute!** You want to **wake up** the **audience?!?**

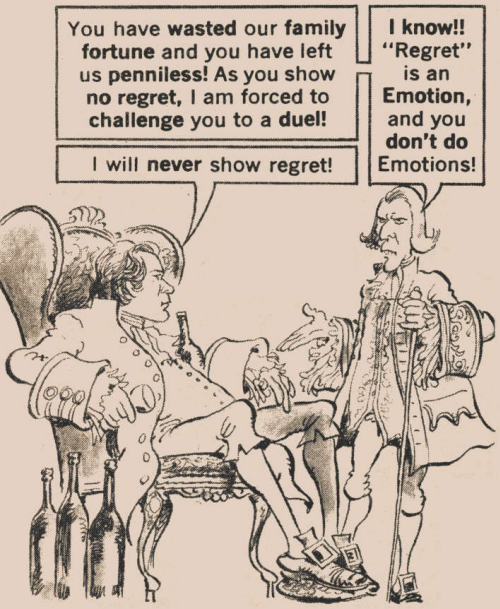

Could **I still** get a Title, Your Grace?
After your **childish tantrum,** there's only **one** possible Title **left** to you: **"The Marquis de Cocky-Doody"!**
Does it come with a **castle?**
No . . . a **sandbox!**


Would you like to play **catch** with me, Son . . . ?
No, thanks!
Why do you always **avoid** him?
Because when they signed me for this **part,** they promised me I'd be playing opposite **"O'Neal, the ACTOR!"** And **I** thought they meant **"TATUM"!**

There's been a **terrible accident!** Your Son fell from his **horse!** I'm . . . I'm afraid he's **DEAD!**
Are you **sure?**
He hasn't **moved** in **three hours!**
In **this** movie, that tells you **NOTHING!**

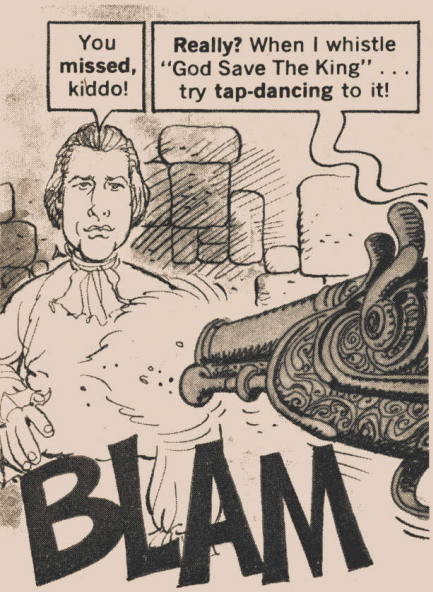
Daddy, I'm **sorry** I disobeyed you and rode my new horse!
That's all right, Son! **Love** is never having to **say** you're **sorry!**
Boy, does that guy get **mileage** from **one lousy line!**


Borey, you better come quick! The **Countess** tried to **COMMIT SUICIDE!!**
Why? WHY?
She heard they were thinking of making a **SEQUEL!**
How did she try to kill herself? By **swallowing poison?**
Worse! She made them screen the **Daily Rushes** of the **film** so far!
What a **horrible way** to **go!!**


You have **wasted** our **family fortune** and you have left us **penniless!** As you show **no regret,** I am forced to **challenge** you to a **duel!**
I will **never** show regret!
I know!! "Regret" is an **Emotion,** and you **don't do** Emotions!

Are both duelists **ready?**
Not me! I have to **throw up!**
From **fear . . . ?**
No . . . from your **acting!**

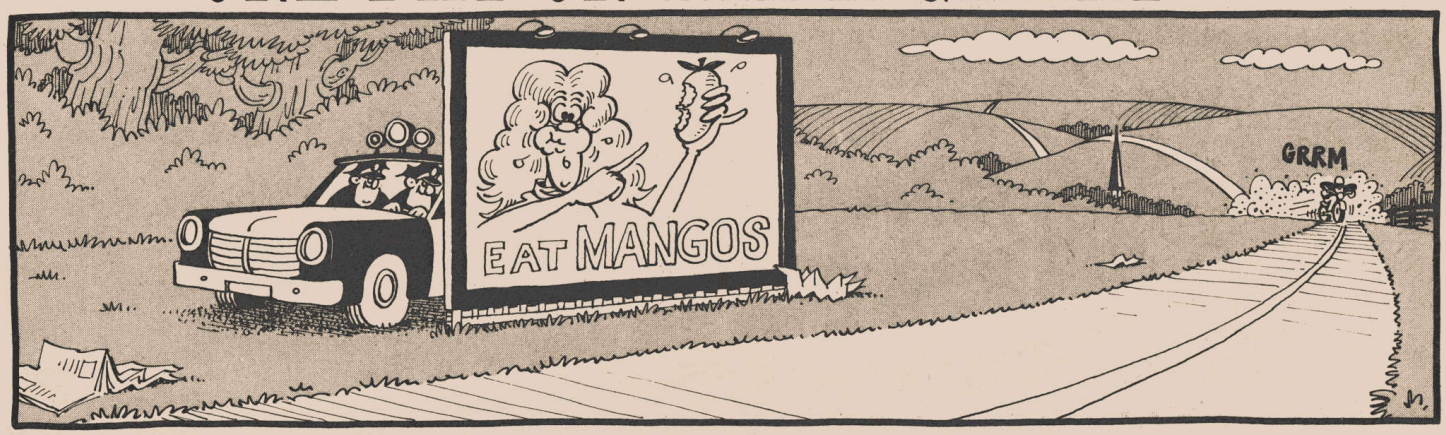
I . . . I **cannot kill** my **Wife's Son!**
I speak for **everyone** when I say that you have done a **noble** and **generous thing!**
Speak for **YOURSELF!**
Yes! I will **NOT** be so generous!
VIP
BLAM!
VIP

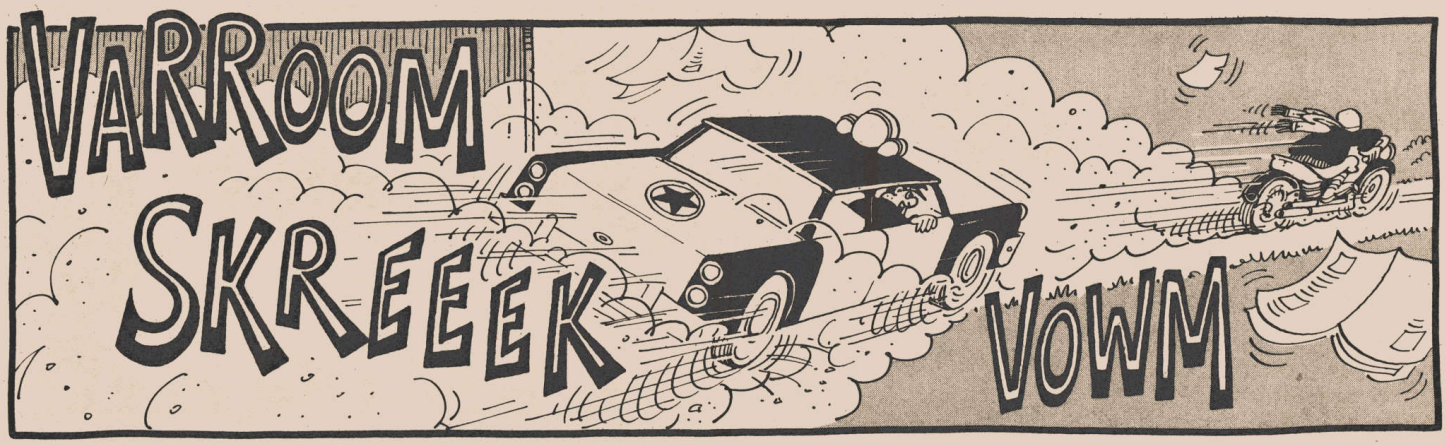

You **missed,** kiddo!
Really? When I whistle "God Save The King" . . . try **tap-dancing** to it!
BLAM

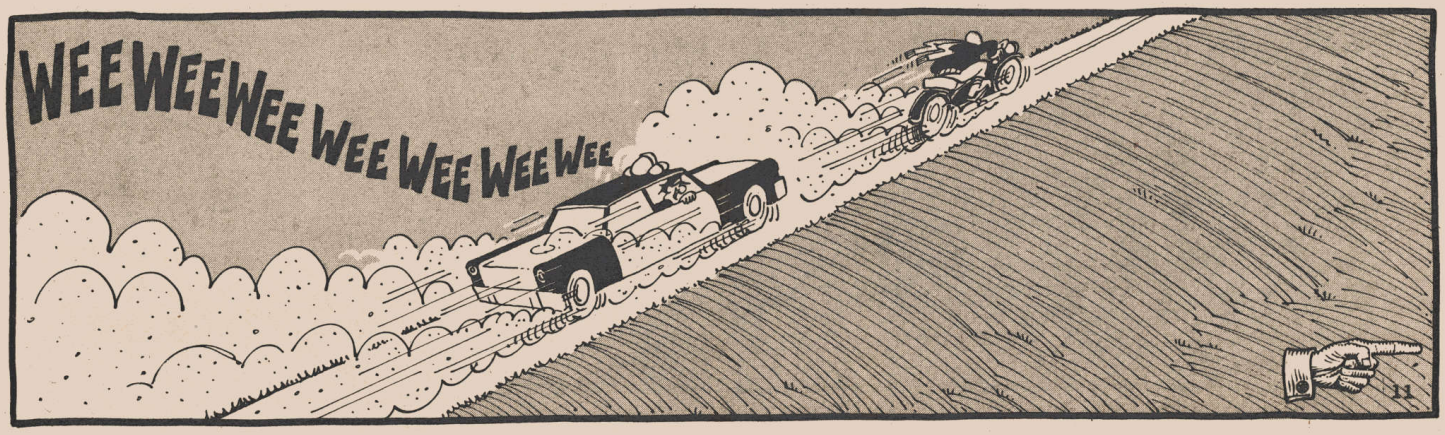
OWWW!
That's the sound of **one foot, tapping!!**

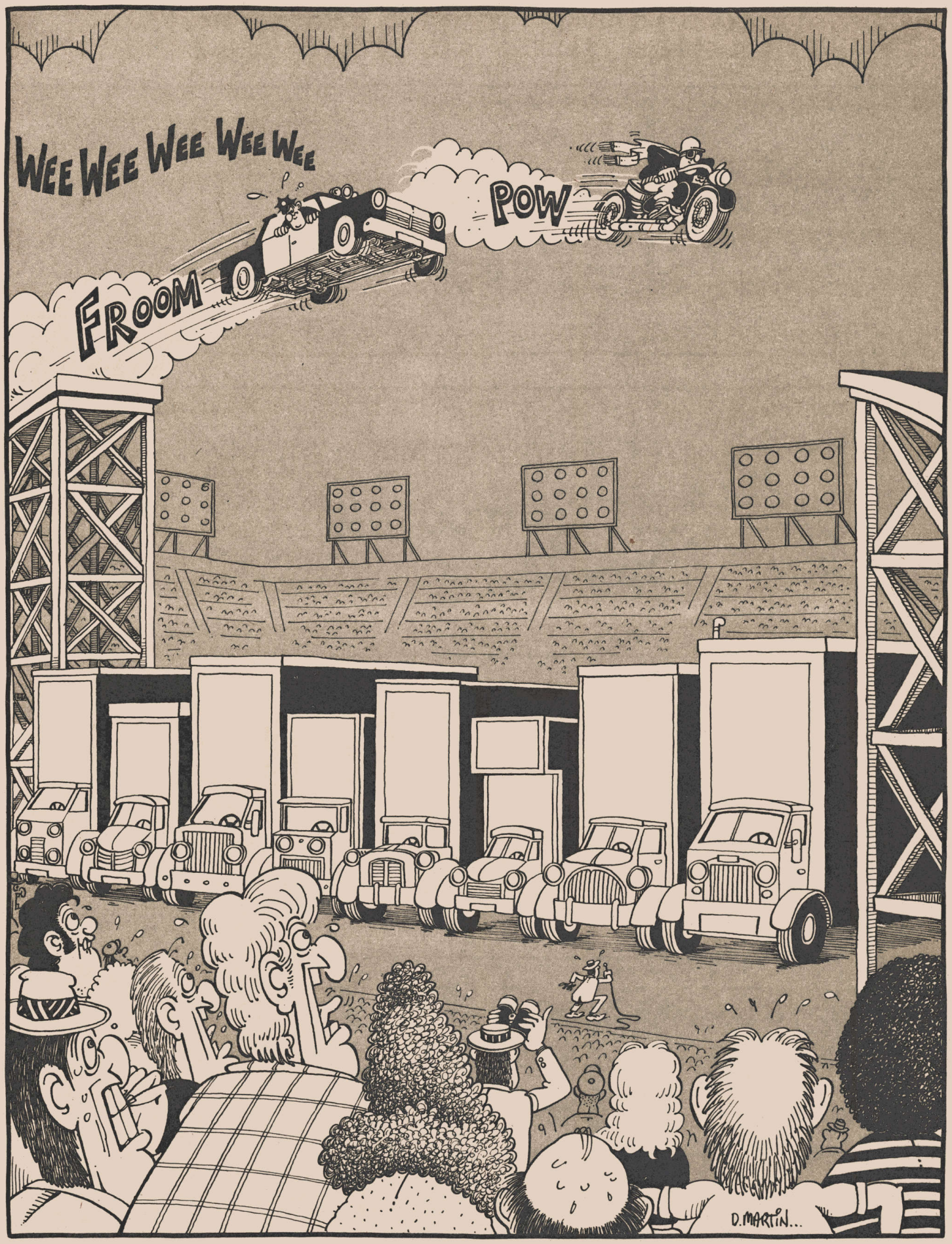
I will give you this **500 Guineas for life** on **one condition!** That you will never, never, **never return!**
But . . . but you are **penniless! Where** did you get the **money?**
The **audience chipped in!**

ONE DAY ON THE HIGHWAY



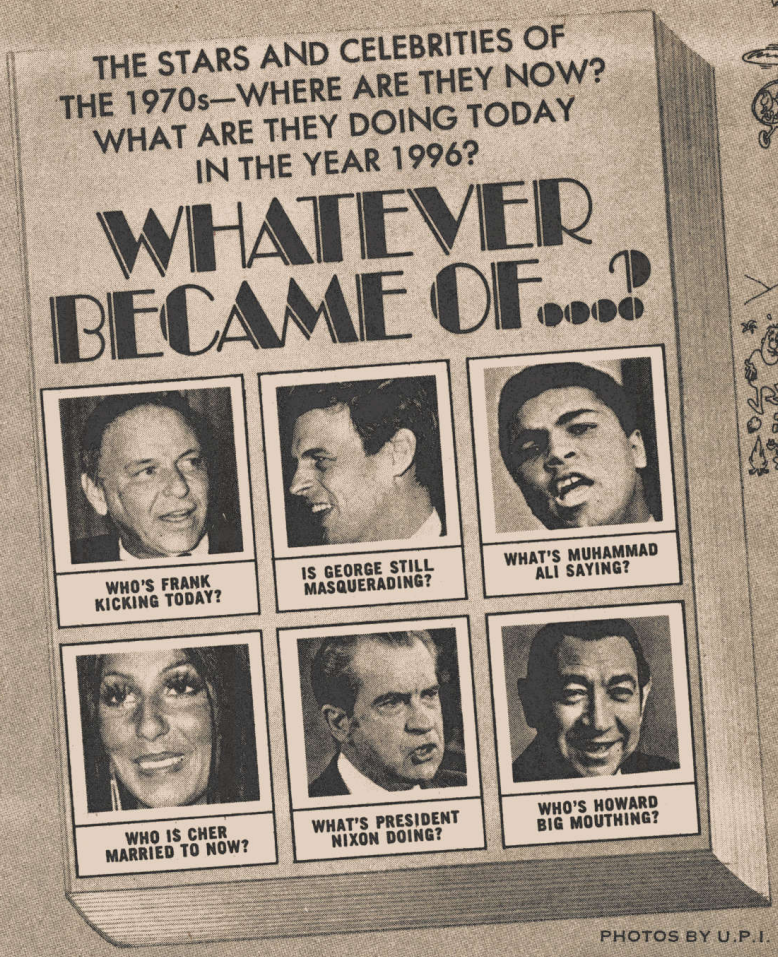





WEE WEE WEE WEE WEE
FROOM
POW
D. MARTIN...

OLD FOLKS TOME DEPT.

The big craze these days is nostalgia, with so many books being written about famous people of the past and what's finally happened to them. Well, in twenty years or so, the famous people of today will become the trivia of yesterday. With this fact in mind, let us peek into the future at one of the books we'll be reading sometime in the 1990s, namely...

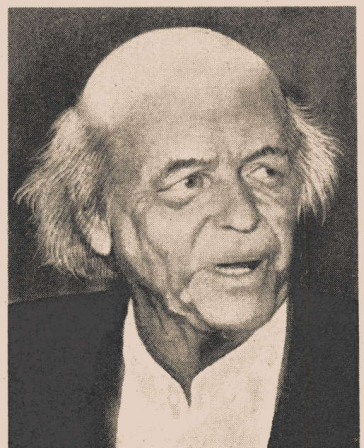


WRITER: FRANK JACOBS AGING BY: BOB CLARKE

PHOTOS BY U.P.I.

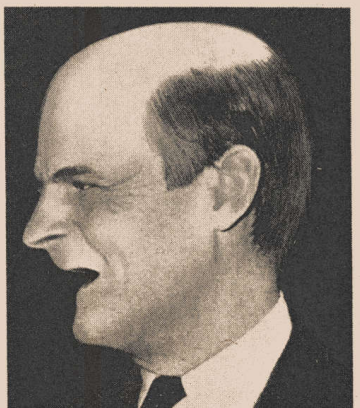
FRANK SINATRA

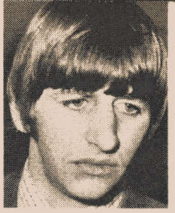
Now eighty years of age, Frank Sinatra lives in an isolated cabin somewhere in the Mojave Desert. After his final comeback tour in 1986 during which he bit a woman newspaper reporter in Calcutta, he entered the Old Singers Home in Palm Springs, California, but was thrown out for slugging a night nurse. Except for his long-time buddy Dean Martin (now 79 and recently recovered from a liver transplant), Sinatra refuses to see anyone, spends his days listening to his old recordings and kicking coyotes.



GEORGE PLIMPTON

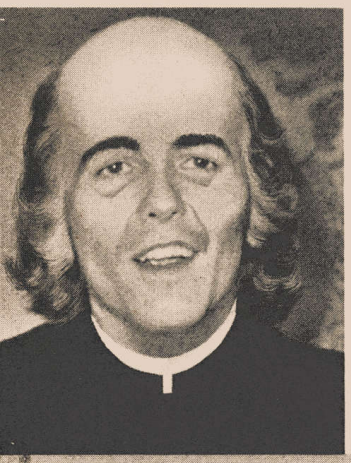
George Plimpton, who first gained fame posing as a Pro Football Player, has continued to masquerade as other people. After trying his hand as a Jai-alai Player and a Yo-Yo Expert, he left sports in the late 1970s and became, successively, a Mafia Hired Killer, an Open-Heart Surgeon, a Supreme Court Justice and, briefly in 1983, an American Airlines Stewardess. Although Plimpton has not been heard from since 1986, it is believed he is winding up his most demanding role, living the life of a Convict doing 10 years hard labor at the Illinois State Penitentiary.





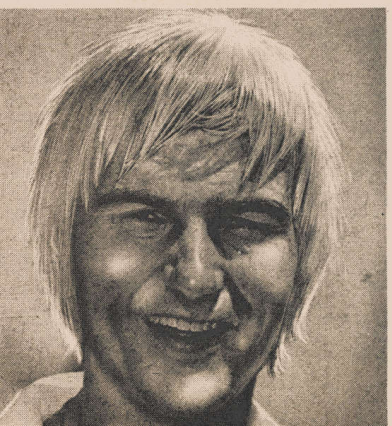
THE BEATLES

It's hard to believe that these four men, now all in their fifties, once dominated the pop music scene. George Harrison today is an Anglican Minister in the small British town of East Grivney, where he accompanies the local choir on guitar during Sunday Services. One of his neighbors is Paul McCartney, now eking out a living as a Music Teacher, after going bankrupt when the British pound collapsed in late 1986 and Britain was taken over as a colony of Canada. Ringo Starr emigrated to Australia in 1989 and is a Sheep Farmer. John Lennon, shown here at his New Mexico commune in 1990, has vanished completely from sight.



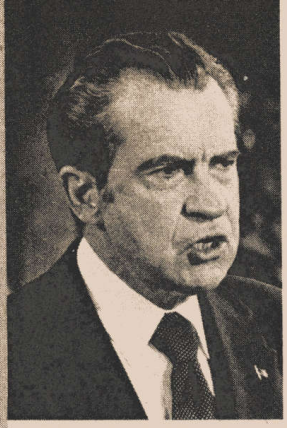
JIMMY CONNORS

Considered the top Tennis Player of the mid-1970s, Jimmy Connors was banned from tournament play in 1981 when, after a close "out" call at Wimbleton, he pulled the Line Judge down from his seat and pummeled him in front of 15,000 spectators. Earlier, he was disqualified at Forest Hills when he lay down in mid-court and threw a 10-minute tantrum, then broke his racket over the head of a heckler. Now 48, a Camp Counselor in the Catskills, Connors sulks a lot, is still undecided about his relationship with Chris Evert (now 45 and happily married to an Insurance Salesman in Fort Worth).



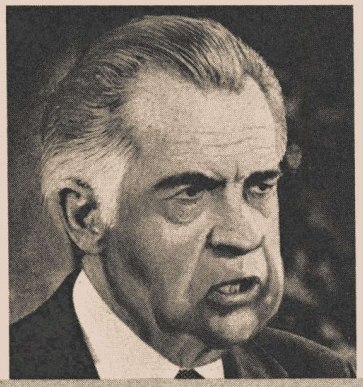
CHER BONO

Cher Bono, who recently turned 50, lives quietly in an automobile camper with her eleventh husband, none other than Sonny Bono, whom she remarried in 1983 after unsuccessful marriages to Gregg Allman (11 days), Mick Jagger (6 weeks), Warren Beatty (9 hours), David Carradine's accountant (6 days), and five others, none of whom was around long enough to reveal his name. Cher retired after her TV show was cancelled in 1977, but still hopes to make a comeback if she "can find the right partner." Current choice: 94-year old Will Geer, still spry after retiring last year from "The Waltons".



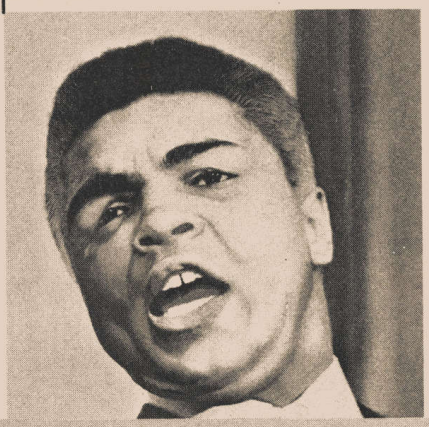
RICHARD NIXON

Shortly after he resigned from the Presidency, it was said by many people that Richard Nixon couldn't get elected Dogcatcher. Nixon proved them wrong being voted Dogcatcher of San Clemente in 1982 by a two-to-one margin (36 votes to 18). Now 83 and in his 14th consecutive term, he intends to hold on to the post "as long as I can carry the burden". Nixon's years as Dogcatcher have been free of scandal, despite some criticism by the press of his treatment of a fox terrier in 1991.



MUHAMMAD ALI

Now in his early fifties, Muhammad Ali is a Poetry Instructor at the University of Mississippi. The ex-heavyweight champ quit boxing in 1976 to become emcee of his own late-night television talk show, which enjoyed a brief success until the CBS network cancelled it when Ali refused to allow any of his guests to speak. After two losing tries at the U.S. Senate, he ran for the Presidency in 1984 as the write-in candidate of his "I Am The Greatest" Party, winding up with no electoral votes whatsoever.

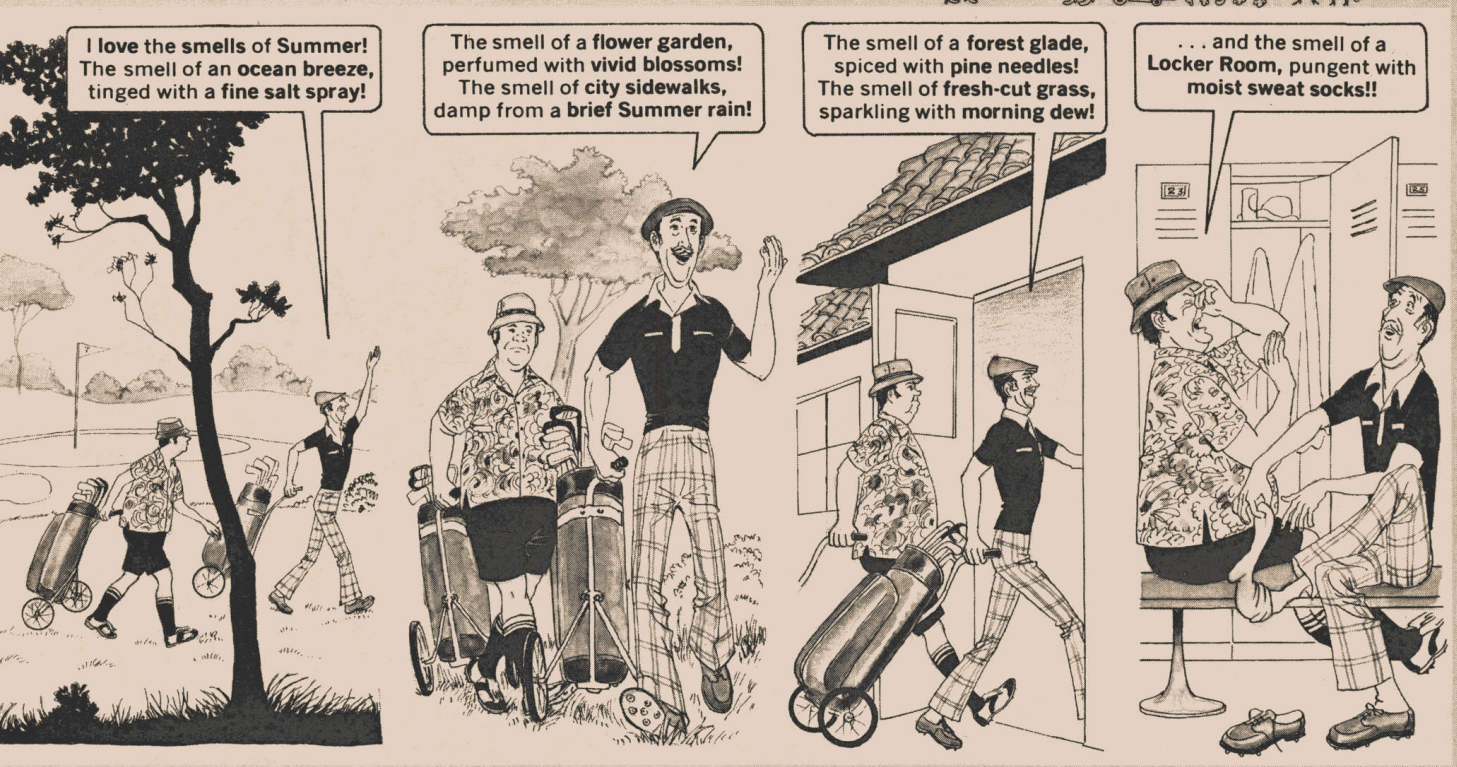


HOWARD COSELL

Known as the man who told it "like it is", Howard Cosell left sportscasting in 1981 to work for the State Department. His appointment as Roving Goodwill Ambassador got off to a shaky start when his comments on table tennis broke off U.S. relations with China. Sent to South America, his remarks on bullfighting touched off anti-American riots in Brazil, Argentina and Equador. Now 78 and semi-retired, Cosell is considering a return to sportscasting to "blow the lid off," as he puts it, "corruption that permeates every area of water skiing."

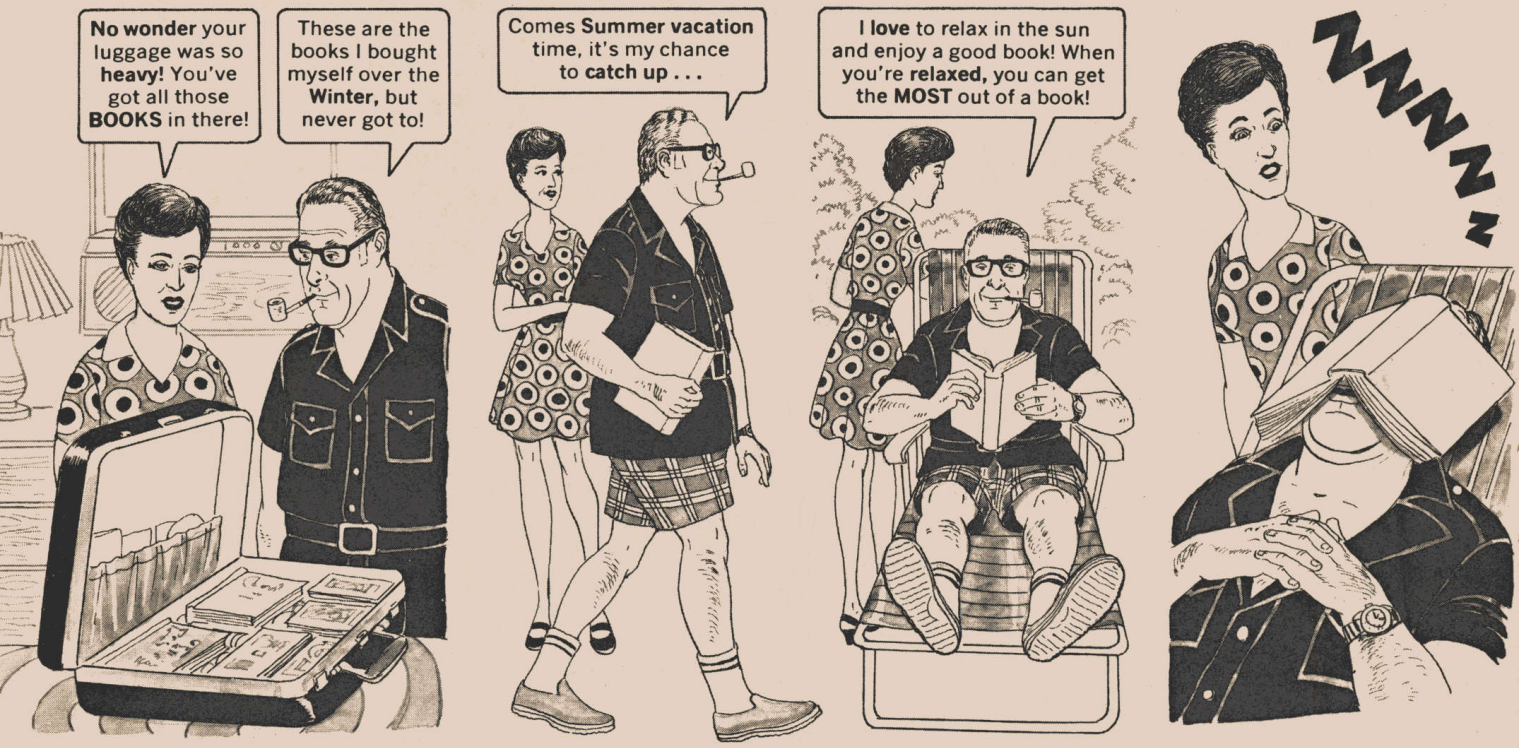
AL PACINO

Al Pacino began his screen career in 1972 playing Michael Corleone in "The Godfather", ended it in 1984 playing the same role in "The Godfather Part VI". In between, he starred in a Broadway musical based on "The Godfather", called "The Mob's All Here," in which he sang the Hit song, "I've Got A Contract Out On You." His last acting job was in the TV comedy series, "The Crazy Corleones", since which he has been confined to his home in Beverly Hills with what doctors call "an identity crisis".



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... THE SU



MMER SCENE

ARTIST & WRITER: DAVE BERG

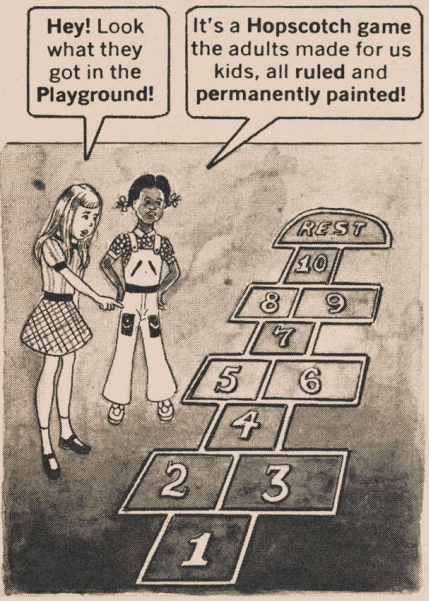
And what's your **Sidney** doing this Summer . . . ?
Oh . . . he's all involved with **Sports!**
Baseball . . . Tennis . . . Golf . . . Track . . . Soccer . . . every sport there is!!
Really? That's funny! He **doesn't LOOK IT!** He seems so **pale** and **overweight!**
That's what being so involved in Sports **does** to him!
It does?!? With all that **exercise,** you'd think he'd be in **much better condition!!**
How much **exercise** is there in turning on the **TV set?!?**
That's what I **hate** about **Summer sports!** They're mostly **so COMPETITIVE!**
Yeah!
Lots of guys have to show off their **Macho!** They have to get their kicks out of **beating** other guys! Well . . . **NOT ME!!**
Me neither!
I just have **NO NEED to compete!**
Same here!
Oh, **yeah?!** I'll bet I'm **less competitive** than **you!**
Why . . . may I ask . . . are you kids **playing handball?**
Because it's **FUN!**
Oh, **is** it?! Well, **not on MY beat!** That sign clearly says, **"No Handball Playing Allowed"!**
NO HANDBALL PLAYING ALLOWED
There are plenty of handball courts in the **Playground!** Why not be a couple of **nice kids** and **play down there** . . . where it's **ALLOWED?!?**
Because **THAT'S NO FUN!!**
I WORRY

Is this **our dog?!** What did you **DO** to him? He looks like a **FREAK!!**
I gave him a **haircut!**

What **for?**
It's **cooler** for the **Summer!**

So why don't **YOU** take a haircut??
No way!

I **don't** want to look like a **FREAK!!**


Hey! Look what they got in the **Playground!**
It's a **Hopscotch game** the adults made for us kids, all **ruled** and **permanently painted!**
REST
10
8
9
7
5
6
4
2
3
1

I can't put my **finger** on it, but there's something very **wrong** with it!
Yeah! I've got the **same feeling!**

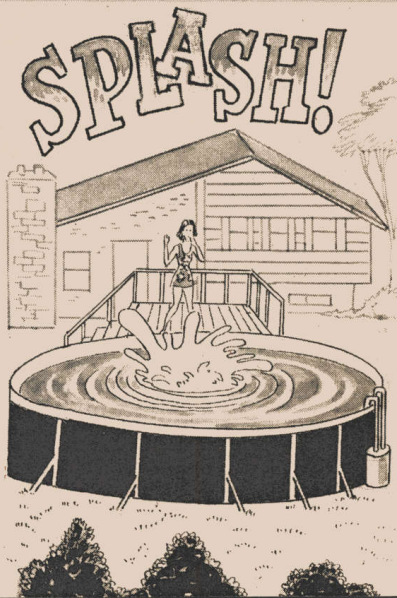
Tell you what! I've got some chalk! I'll **make one,** and we'll **compare!**

Now **that's MUCH BETTER!!**

Your stupid father had to get you **SCUBA equipment** and a **Wet Suit!** What's the **matter** with that man! Doesn't he know SCUBA Diving is **dangerous?!?**

If you go down **too deep,** you could get the **BENDS!** That could **kill** you—or **worse!** So promise me you **won't go down too deep!?**

Did you **hear** me? I want you to **promise!**
All right! **All right!** I promise **I won't go down too deep!**


SPLASH!

Dad . . . when you and Mom are on your **vacation,** what are you going to **get** me?
GET!! GET!! GET!! That's all you ever **think** about is what you're going to **GET!**
For **once,** can't you think about **GIVING?!?**
You're **right,** Dad! I really **SHOULD** think about **giving!**
Dad . . . when you and Mom come home from your **vacation,** what are you going to **GIVE ME?**

Man, you missed the **fun** last night!
Yeah . . . the guys and the gals were sitting around with nothing to do, and somebody suggested we go **"Skinny Dipping"!** So a bunch of us took off for the old **Swimming Hole . . .**
You never heard so much **laughing** and **giggling!** Everybody was **horsing around, water-wrestling COMPLETELY BARE!!**
Oh, **wow . . .**
Just my luck, I miss out on **all** the fun!
Yeah, it was **one WAY OUT SPLASH PARTY!**
Of course, it would've been **much more fun** if the **gals** had **joined us!**

C'mon! I'll **race** you to the **float!**
Are you **crazy** or something?! You're not getting **ME** out into **deep water!!**
Seeing **"JAWS"** last Summer taught me a **lesson!** I don't know how many **SHARKS** are out there . . . **waiting to tear me into tiny pieces!!**
In a **LAKE!?**
David Berg

A MAD PEEK BEHIND THE SCENES AT THE MAJOR OIL COMPANIES

AND THEIR MYRIAD OPERATIONS

ARTIST: JACK RICKARD WRITER: DICK DE BARTOLO

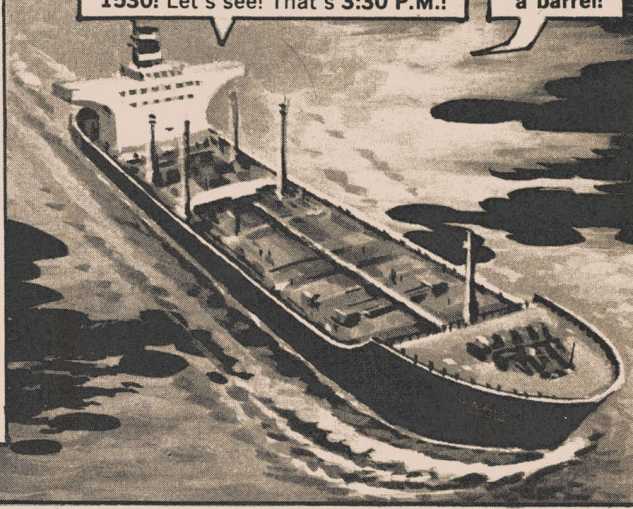
I'm **glad** you **asked** that question! The **reason** this **major brand** is **10¢ a gallon higher** than that **junk** they sell half a mile down the road is that **this** stuff is **highly refined,** and **won't** wreck your **engine** . . . and **that junk** is—

Half this tank truck load is **yours** . . . and the **other half** goes to the station **half a mile down the road!**

Captain, this **message** just came in from the **Oil Company** that **owns** us! We're to **remain at sea,** and we're not to dock until **fifteen-thirty!**

1530! Let's see! That's **3:30 P.M.!**

No, Sir . . . they meant when **oil** goes to **$15.30 a barrel!**



Send out **this Press Release** to all the **daily newspapers!**

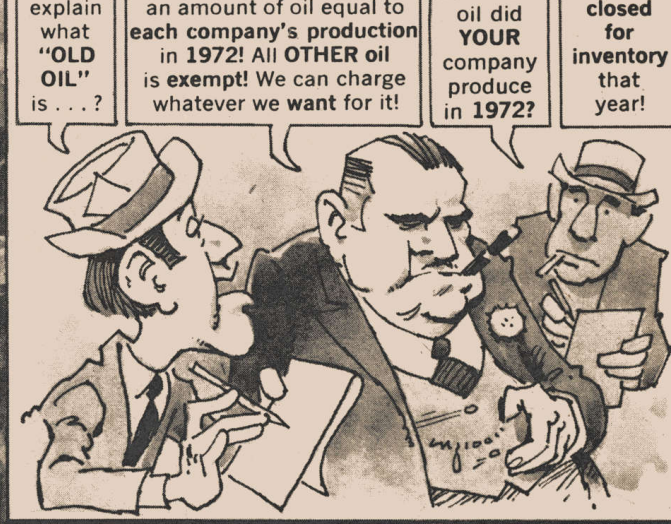
And run **this ad** in all the **Sunday newspapers!**

Can you please explain what **"OLD OIL"** is . . . ?

Certainly! The Government has **PRICE CONTROLS** over an amount of oil equal to **each company's production** in **1972!** All **OTHER oil** is **exempt!** We can charge whatever we **want** for it!

How much oil did **YOUR** company produce in **1972?**

None!! We were **closed for inventory** that year!



I'm **new** on the job here! If there's a **gasoline shortage,** how come all these **gasoline storage tanks** are **filled** to the **brim?!?**

We're **saving** these till the **emergency's** over!

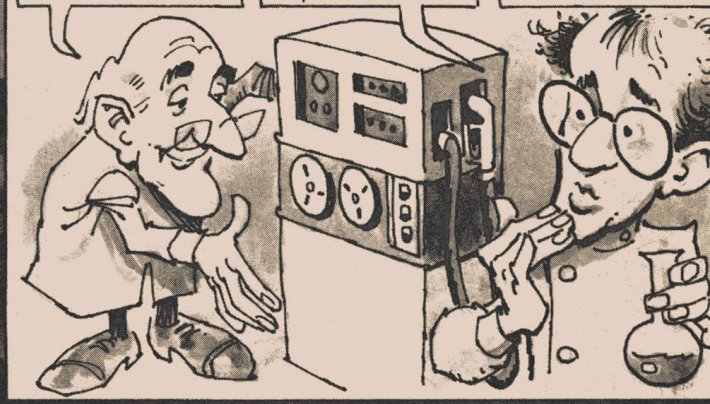
And **when** will the emergency be **over . . . ?**

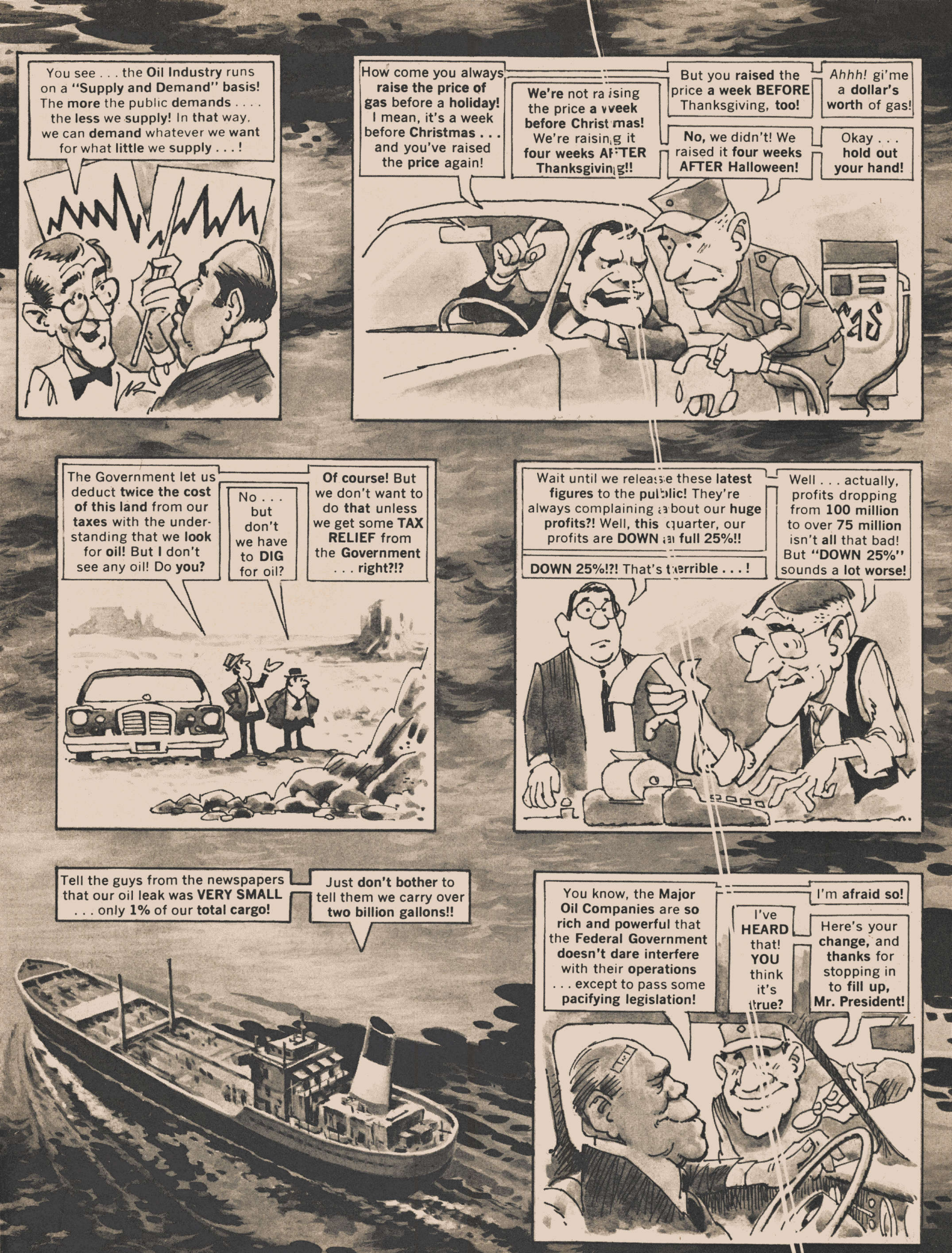
When the price of gas hits **$1.00 a gallon!**

Well, Jenks, we've **finally done it!** It's something the Industry has needed for a **long time . . .** a **totally UP-TO-DATE gas pump!**

Will it stop that **last little bit of gas** from **spilling on the ground** when the customer fills up his tank . . . ?

No, it's capable of **calculating charges** even when gas hits **$9.99 a gallon!** This pump will be good for **the next 5 years, at least!**




You see . . . the Oil Industry runs on a "Supply and Demand" basis! The more the public demands . . . . the less we supply! In that way, we can demand whatever we want for what little we supply . . . !
How come you always raise the price of gas before a holiday! I mean, it's a week before Christmas . . . and you've raised the price again!
We're not raising the price a week before Christmas! We're raising it four weeks AFTER Thanksgiving!!
But you raised the price a week BEFORE Thanksgiving, too!
No, we didn't! We raised it four weeks AFTER Halloween!
Ahhh! gi'me a dollar's worth of gas!
Okay . . . hold out your hand!
GAS
The Government let us deduct twice the cost of this land from our taxes with the understanding that we look for oil! But I don't see any oil! Do you?
No . . . but don't we have to DIG for oil?
Of course! But we don't want to do that unless we get some TAX RELIEF from the Government . . . right?!?
Wait until we release these latest figures to the public! They're always complaining about our huge profits?! Well, this quarter, our profits are DOWN a full 25%!!
DOWN 25%!?! That's terrible . . . !
Well . . . actually, profits dropping from 100 million to over 75 million isn't all that bad! But "DOWN 25%" sounds a lot worse!
Tell the guys from the newspapers that our oil leak was VERY SMALL . . . only 1% of our total cargo!
Just don't bother to tell them we carry over two billion gallons!!
You know, the Major Oil Companies are so rich and powerful that the Federal Government doesn't dare interfere with their operations . . . except to pass some pacifying legislation!
I've HEARD that! YOU think it's true?
I'm afraid so!
Here's your change, and thanks for stopping in to fill up, Mr. President!

TELLY LIKE IT IS DEPT.

The most frequent criticism of television comes from those who find TV's emphasis on sex and violence to be "an unrealistic depiction of American life." Apparently these critics get so wrapped up watching all that sex and violence that they never even notice the *really dumb* things on TV. Whoo-boy . . . talk about *unrealistic!* MAD invites all the anti-sex and anti-violence people to tell us if they can . . .

WHERE ELSE

ARTIST: JACK DAVIS WRITER: TOM KOCH

WHERE ELSE BUT ON TV . . .

. . . do pet dogs and their charming masters share the amazing trait of never having to go to the bathroom?

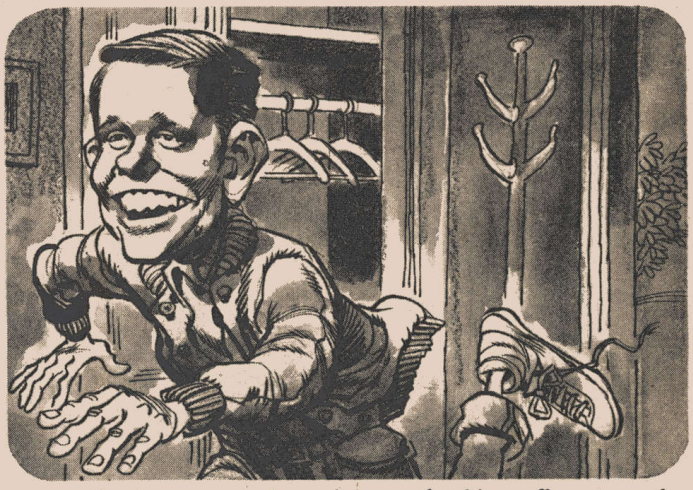
WHERE ELSE BUT ON TV . . .

. . . does a Postman always bring vitally important letters, but never any unsolicited catalogues or bills or junk mail?

WHERE ELSE BUT ON TV . . .

. . . is it unnecessary for an apartment building to have a directory or an inter-com because there are always twenty gorgeous girls lolling around the pool . . . ready to supply the information (or anything else) a person might desire?

WHERE ELSE BUT ON TV . . .



. . . is there never the nuisance of taking off coats and galoshes because it's never cold or raining? (In fact, there's rarely weather of *any* kind on TV shows, except on Christmas Eve, when it suddenly starts snowing everywhere.)

WHERE ELSE BUT ON TV . . .

. . . do people who are eager for details of some specific news event invariably turn on their TV set at the exact moment the report they want to hear is being broadcast?

WHERE ELSE BUT ON TV . . .

. . . does a Landlady invariably have an I.Q. of 65, except when it comes to remembering the height, weight and hair color of every stranger that visited one of her tenants?

BUT ON

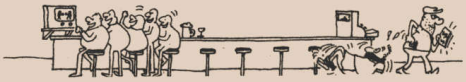
WHERE ELSE BUT ON TV . . .

. . . can people dial so many calls in frantic haste without ever reaching a wrong number, a busy signal or a recording?

WHERE ELSE BUT ON TV . . .

. . . can someone, breaking into a strange office in total darkness, never fail to locate that one important piece of evidence that the police couldn't find when they went over the place with a fine tooth comb in broad daylight?

TV . . . ?



WHERE ELSE BUT ON TV . . .

. . . does every hospital maintain a complete spare staff of doctors and nurses that do nothing else but sit around and wait for the next emergency case to be brought in?

WHERE ELSE BUT ON TV . . .

. . . is the most profound wisdom dispensed by old duffers who never went to school, never held a job and never even scraped together enough money to buy some new overalls?

WHERE ELSE BUT ON TV . . .

. . . is a home-made time bomb expected to explode right on the split second, even though it's always attached to the type of cheap alarm clock that is notoriously inaccurate?

WHERE ELSE BUT ON TV . . .

. . . are planes and boats always completely serviced and ready for instant departure, just waiting for crooks to show up and steal them so they can make their getaways?

WHERE ELSE BUT ON TV . . .

. . . does anyone needing to make an emergency call always find himself next to a pay phone that's in working order?

WHERE ELSE BUT ON TV . . .

. . . are all hospital patients placed in private rooms with doctors and nurses clamoring to provide service?

WHERE ELSE BUT ON TV . . .

. is it impossible to find someone who just pumps gas—
:hout being the town character, and/or the hatchet man
· the local Sheriff, and/or the front for a drug ring?

WHERE ELSE BUT ON TV . . . ?

. . . do newspapers ignore things like inflation, wars and unemployment in order to devote their page one headlines to some second-rate crime that almost nobody cares about?

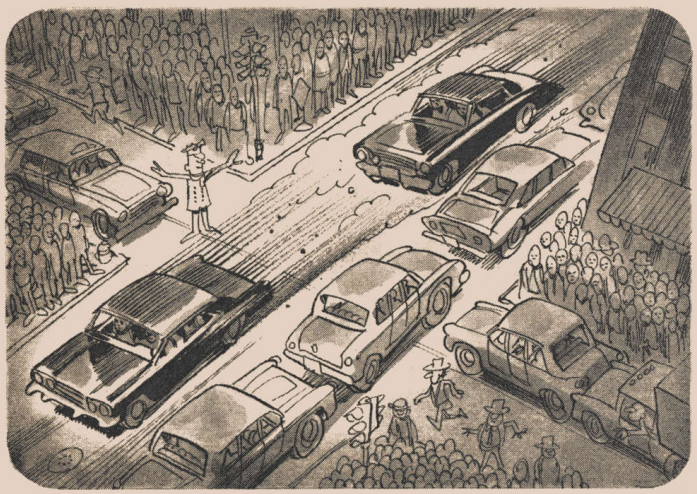
WHERE ELSE BUT ON TV . . .

. . . can a person take one quick glance into a rear-view mirror and immediately differentiate between a car that's tailing him and one that just happens to be going his way?

WHERE ELSE BUT ON TV . . .

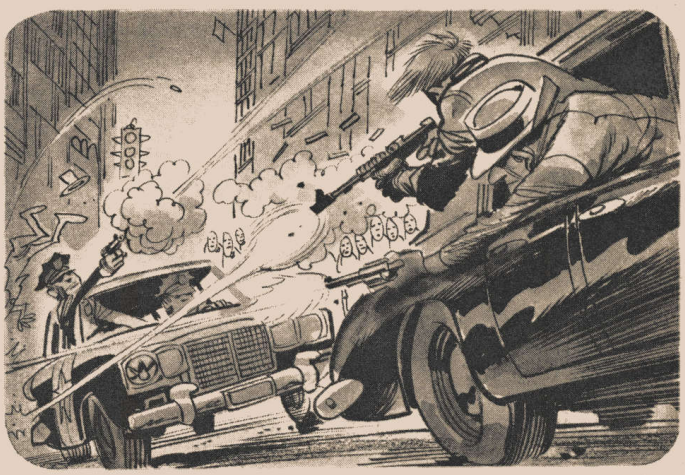
. . . are restaurants staffed with attentive waiters, all eager to run suspicious errands or fink on their closest friends or even (Hah-hah!) take a patron's dinner order?

WHERE ELSE BUT ON TV . . .

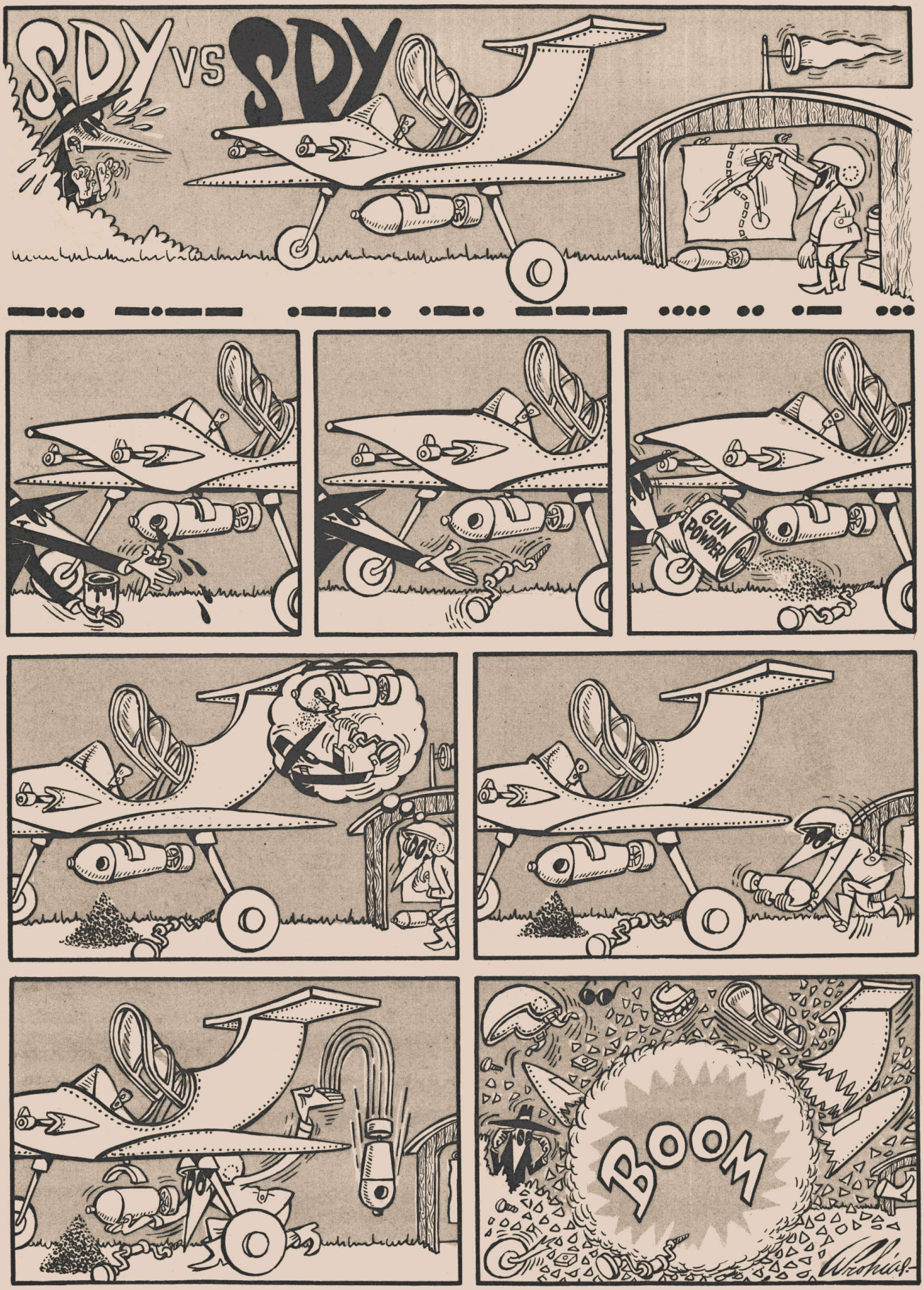


. . . can two cars engage in a 75-mile-an-hour chase through heavy traffic without ever hitting an innocent bystander?

WHERE ELSE BUT ON TV . . .



. . . can people continue to shoot at each other out of car windows while engaged in a 75-mile-an-hour chase through heavy traffic without ever hitting an innocent bystander?


SPY VS SPY
GUN POWDER
BOOM

A few issues back, we announced that you could now stop daydreaming about "fighting the system" and actually do something about it...mainly, drag those big, arrogant institutions into court and make them pay for all the incompetence, indifference and indignities they've heaped upon you over the years. Because the latest legal fad sweeping the country is the "Class Action Suit." All you need to file one is round up a few hundred other victims who are as hopping mad as you are, hire an attorney to file the legal briefs, and gain satisfaction and self-respect by "throwing the book" at the bums. Here then, you victims, are...

MORE LAWSUITS We'd Like To See

ARTIST: GEORGE WOODBRIDGE WRITER: TOM KOCH

Civil Court for
Uncivil Allegations
District of Columbia
District

THE BAMBOOZLED CONSUMERS OF TELEVISIONLAND

versus

THE FORKED TONGUED ADVERTISING AGENCIES OF AMERICA

Herein charged with:
Telling baldfaced lies
for fun and profit

HAVING ESTABLISHED that all aspirin is really alike, and

HAVING ESTABLISHED that ugly men who use expensive after-shave lotion still wind up with ugly girls, and

HAVING ESTABLISHED that results of gasoline economy runs are never duplicated by normal people driving normal cars,

THE PLAINTIFFS now seek redress of grievances against all named defendants in the form of (1) prompt refund of money as promised by advertising copywriters, and (2) prompt imprisonment of advertising copywriters as provided by anti-fraud laws.

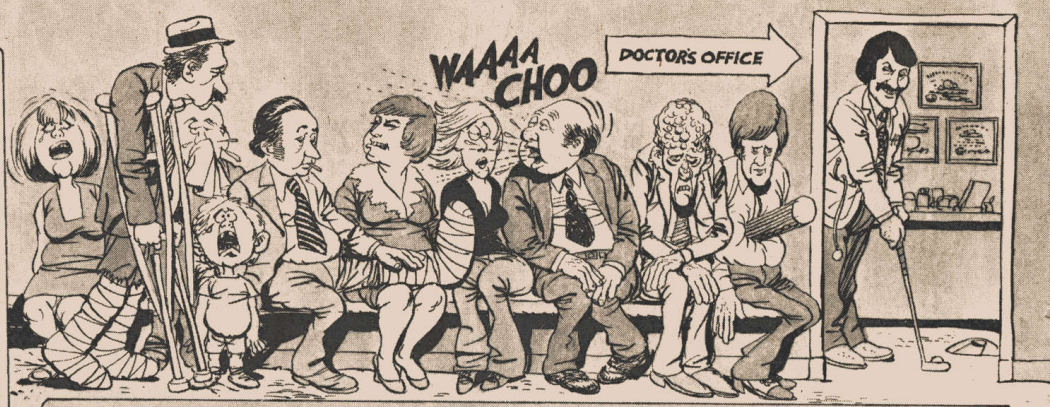
Court of Last Resort
26th District

SICKLY CITIZENS OF THE CENTRAL STATES

seeking vengeance against

THE MEMBERSHIP OF THE AMERICAN MEDICAL ASSOCIATION

Summary of Charges Levied Herein: Utilizing Arrogance to reduce patients to blubbering vegetables

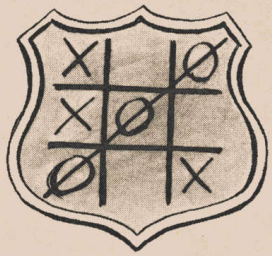


DETERMINING beyond all doubt that doctors arrogantly schedule office calls in a manner calculated to keep infected patients crowded together in waiting rooms for long periods of time, and

DETERMINING FURTHER that said periods of anxious waiting time are designed to stupify patients into quick acceptance of mis-diagnosis and costly treatment.

NOW, THEREFORE, said patients demand court permission to send bills to their doctors based on the following schedule of fees:

Forced waiting time beyond scheduled appointment hour—
—$1.00 per minute
Contagious diseases caught from other waiting patients—
—$50.00 per illness
Receiving prescription for drug that worsens conditions—
—$25.00
Ego destroyed by doctor's standard office procedures—
—$100.00



The Fairly Unappealing
Court of Appeals
Northern
Ohio District

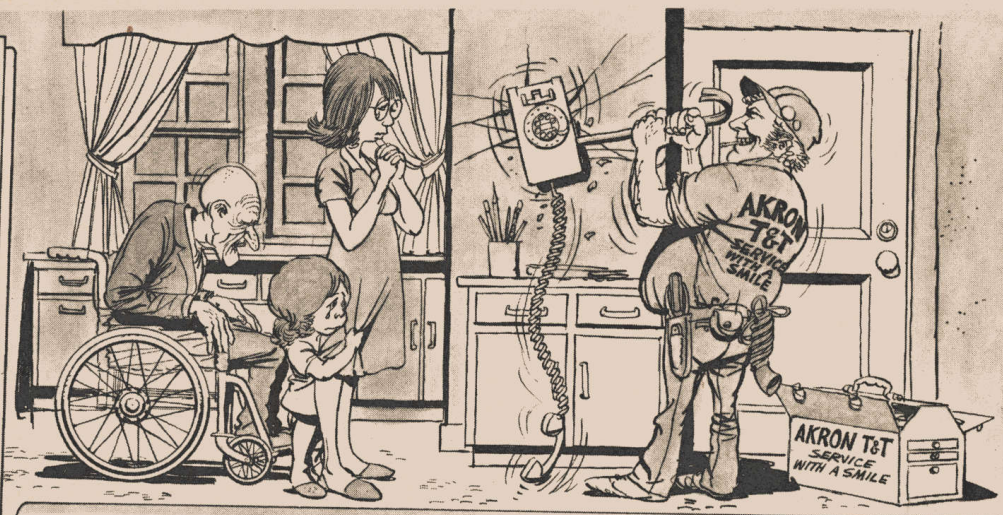
THE DISCONNECTED TELEPHONE SUBSCRIBERS OF AKRON, OHIO

(As Plaintiff)
vs.

THE DISINTERESTED EMPLOYEES OF THE AKRON TELEPHONE CO.

(As Defendent)

The Charge as Detailed Herein:
Behaving like a bunch of $#%&! for no #$%&! good reason!



THE AGGRIEVED PLAINTIFFS come now before this court to seek cash judgements from the defendants after suffering suspension of telephone service for any or all of the following invalid reasons:

1. Customer refusal to pay for operator-assisted call to the right number in the wrong code area.
2. Voicing complaint about perpetual monthly charge for Princess phone that was never ordered.
3. Resisting acceptance of collect calls from unknown parties who were trying to reach someone else anyway.
4. Objecting to extra charge for restoration of service after it was disconnected for any of the above listed reasons.

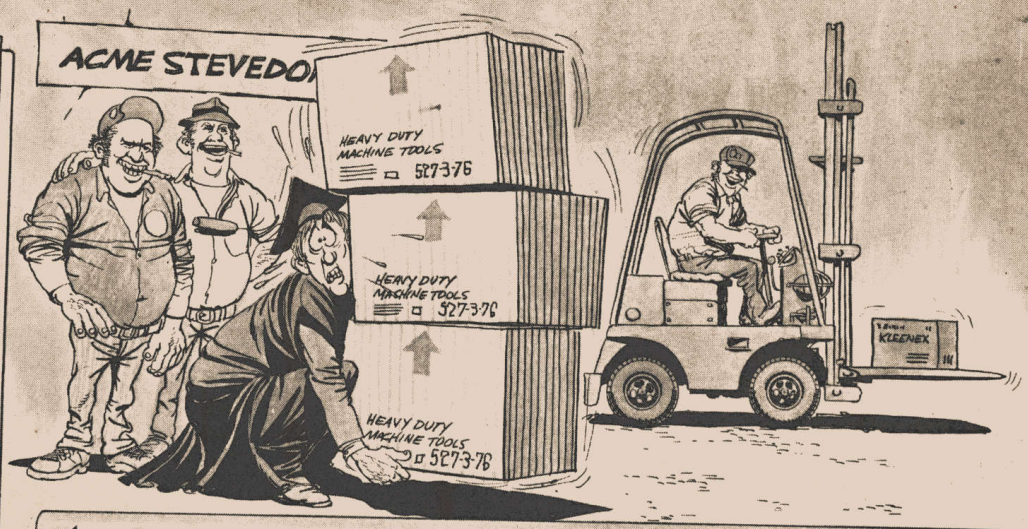
The Superior
Superior Court
Superior, Wisconsin

THE DISENCHANTED RECENT GRADUATES OF HOOHACK COLLEGE

vs.

THE ADMINISTRATION AND FACULTY OF HOOHACK COLLEGE

General Allegations
Brought Forth:
Offering a $12,000 education that qualifies students for $6,000 jobs.



WHEREAS the plaintiffs have paid exorbitant tuition to sit through such required courses as "Introduction to French Poetry," "Intermediate Anthropology" and "Advanced Urban Problem Solving," and

WHEREAS knowledge acquired in said courses has proved utterly worthless in obtaining better jobs than those available to tenth grade drop-outs,

THE PLAINTIFFS do, therefore, each demand damage payments in the amount of $20,000 per annum until reaching the normal age of retirement, if they could ever find a decent job to retire from, which they can't.

Overloaded
Circuit Court
Sault Stuck Machines,
Michigan

THE ALLIANCE OF HARASSED CREDIT CARD HOLDERS

in class action against

THE COMPUTERIZED CREDIT CARD BILLING COMPANIES OF AMERICA

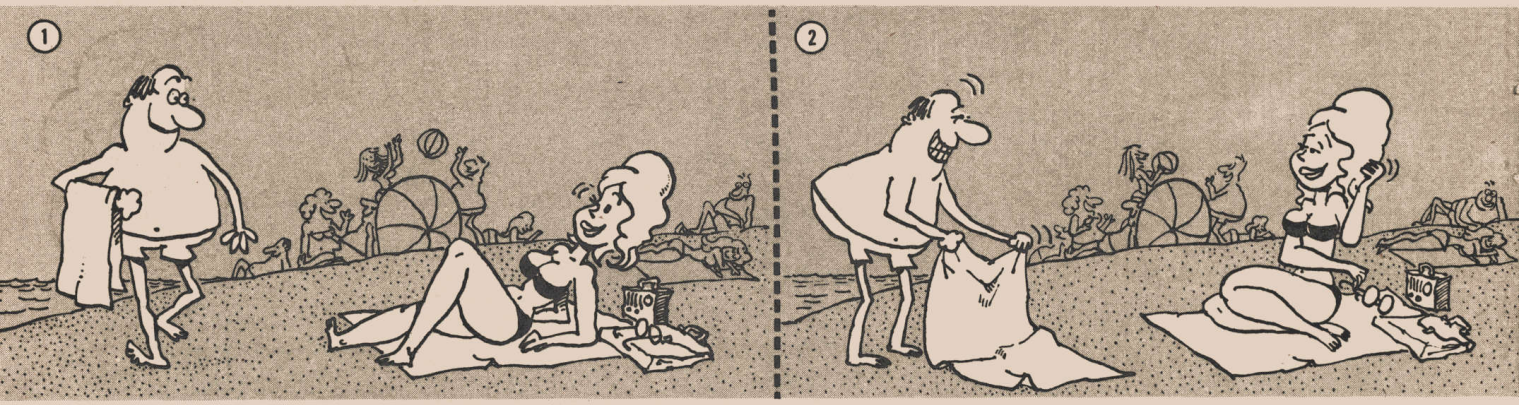
Summary of Charges:
Lots of felonious stuff arising from defendents' refusal to admit that their computers are complete idiots.

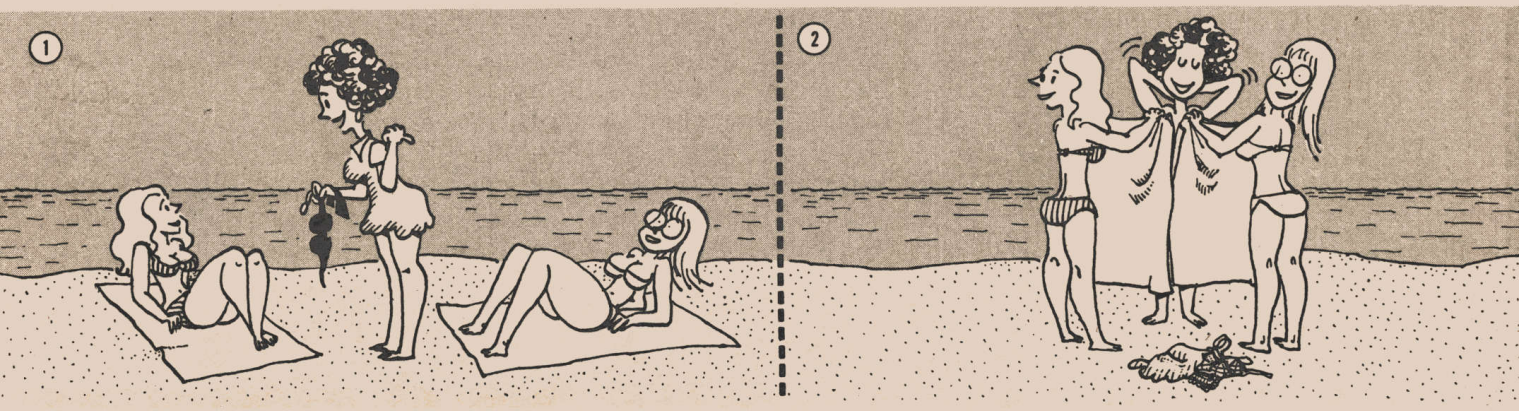
AS PARTIAL REPAYMENT for outrages suffered by the plaintiffs at the hands of the defendants, cash awards based on the following schedule are demanded for each proven case of computerizd larceny:

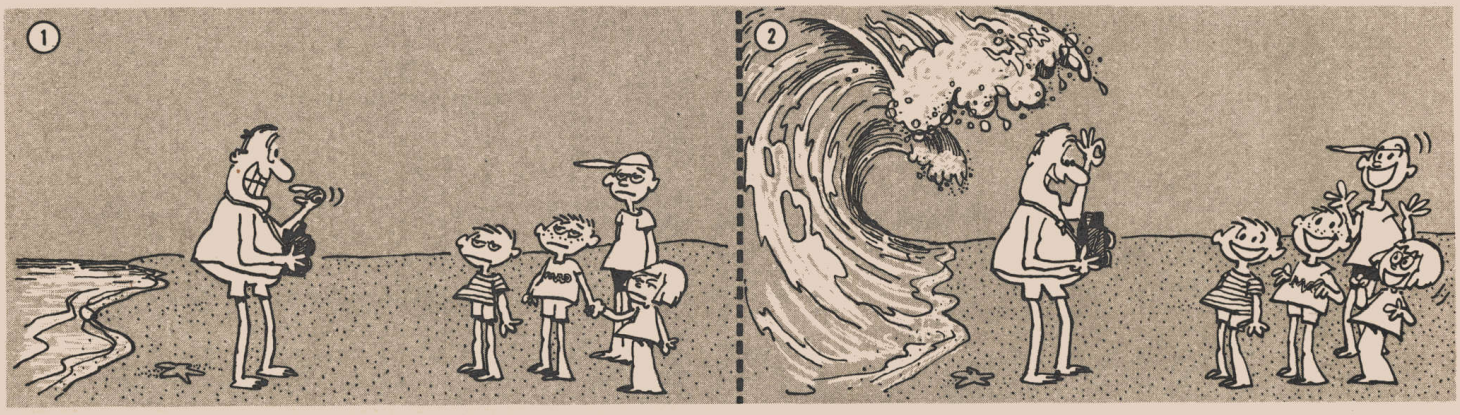
1. Plaintiff billed for more than 500 gallons of gasoline, all allegedly pumped into the same car on the same date—$100.
2. Exorbitant statement presented for motel rooms in a city where the plaintiff has never been—$150.
3. Automatically placing bills for several credit card holders in the same envelope, and demanding that recipient pay all of them—$225.
4. Instance of computer adding two single digit numbers together, and getting a total of more than 1,000,000—$400.
5. Contention that the card holder kept eating the same meal in the same restaurant on the same day until charges exceeded $500—$1.000.

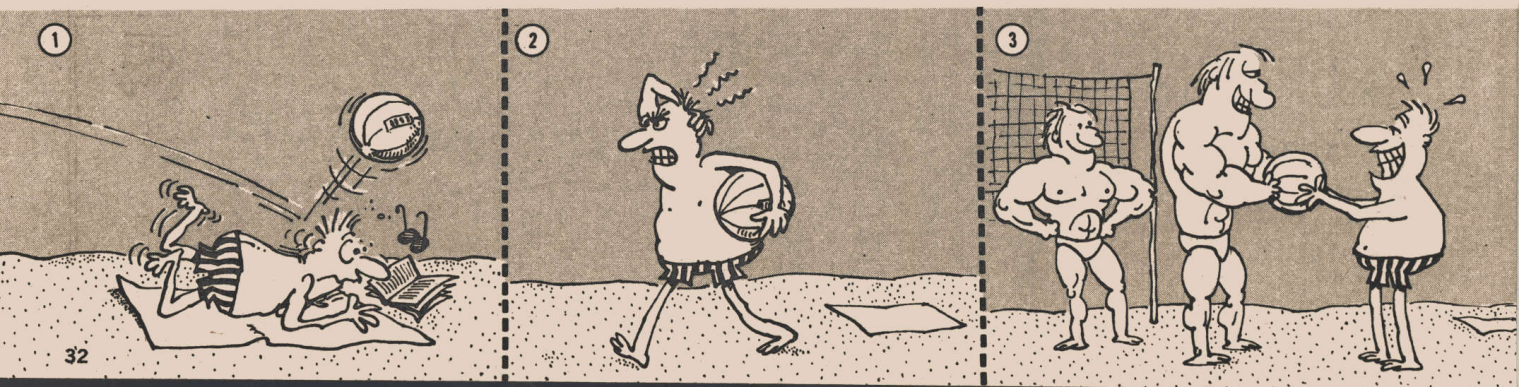
SIGHTS FOR SHORE EYES DEPT.

A MAD LOOK AT



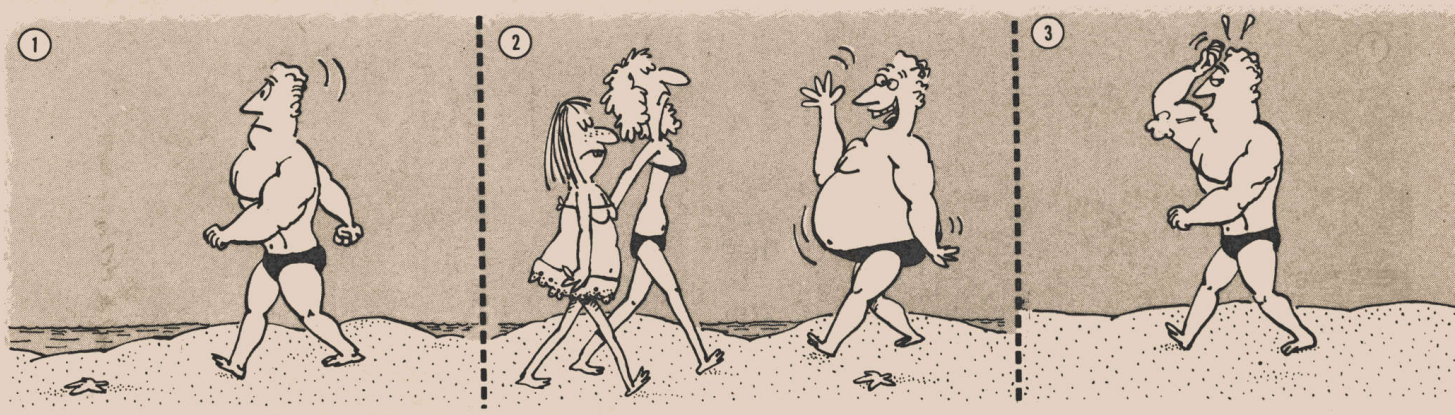






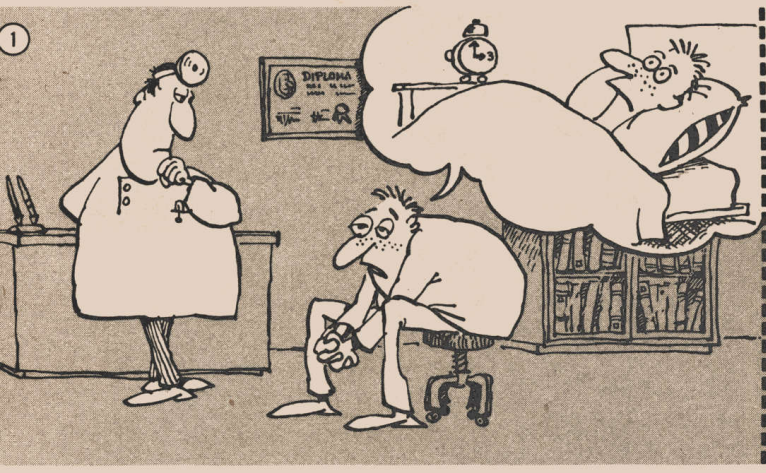
THE BEACH

ARTIST & WRITER:
SERGIO ARAGONES



1
DOGS
MUST BE
LEASHED

2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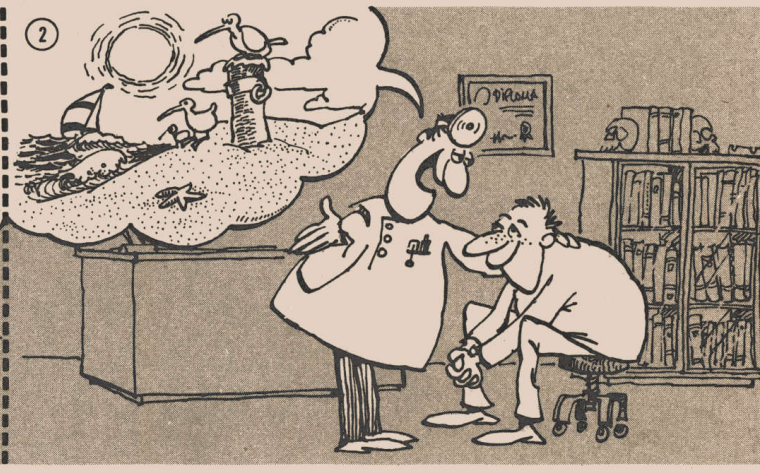
DIPLOMA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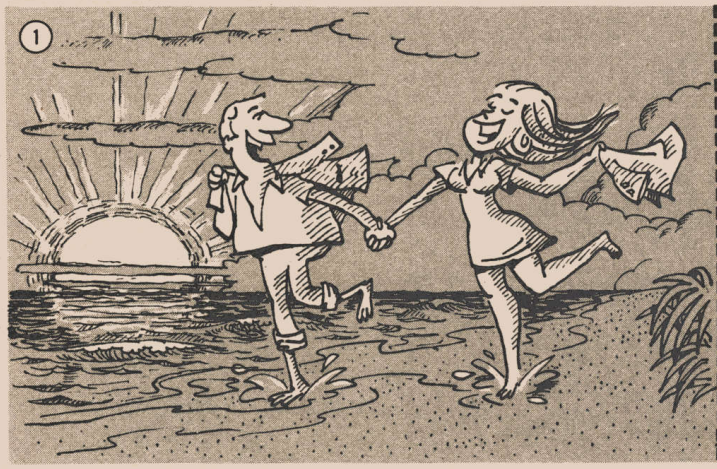
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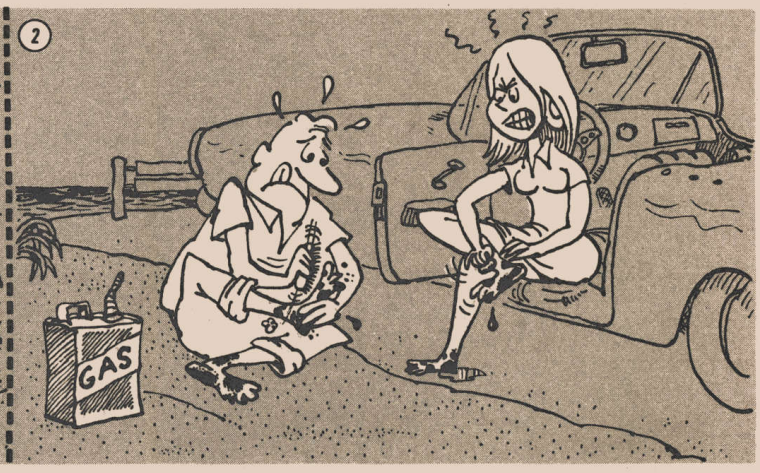
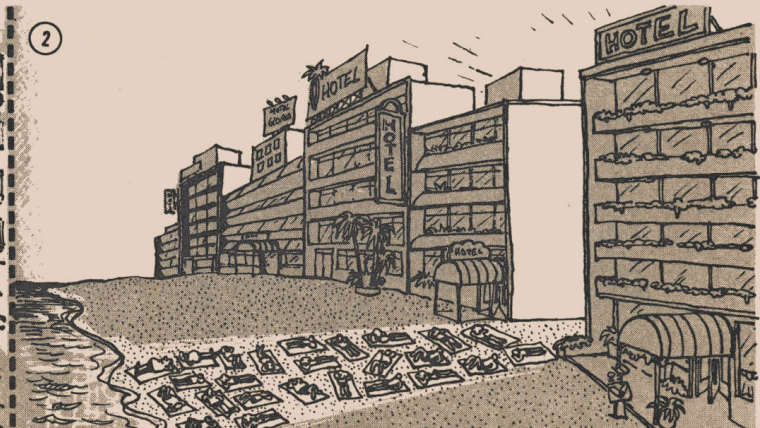

2
GAS

1
HOTEL
HOTEL
HOTEL
HOTEL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HOTEL
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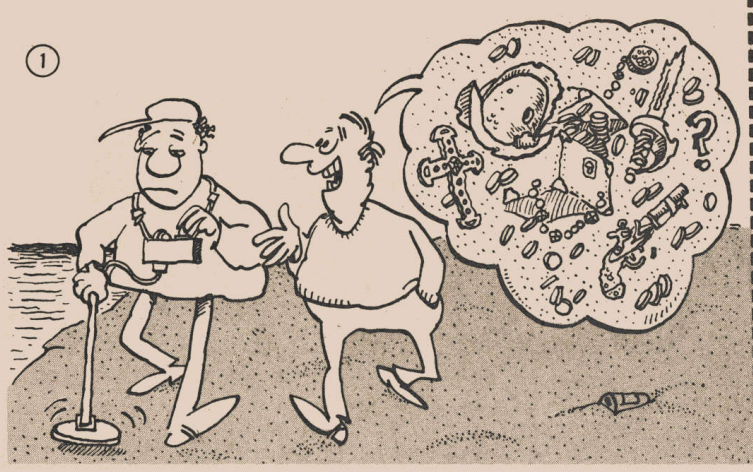
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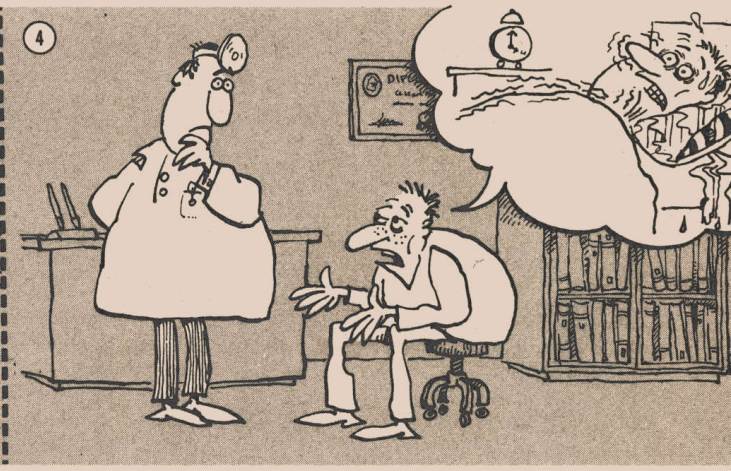

4

1

2
COFF!!
COFF!!

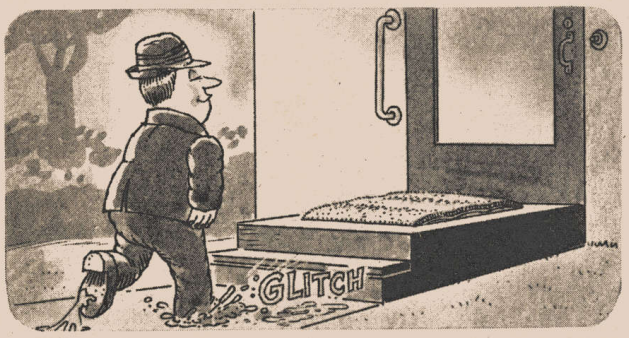
KEEP YOUR
BEACH CLEAN

MESS HYSTERIA DEPT.

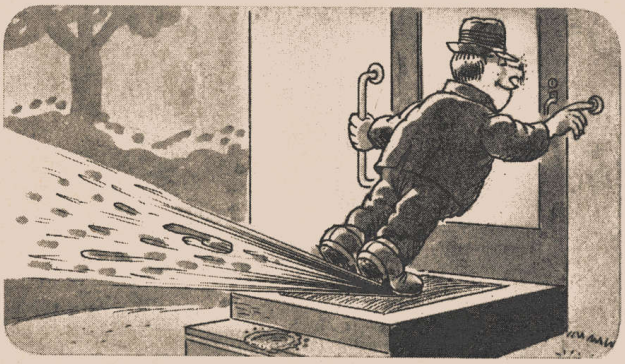
One of the most costly investments you can make is to furnish a home. But then, after you've spent all that money, along come klutzy guests who carelessly and methodically

SOME USEFUL MAD GADGETS FOR... SLOB-PRO

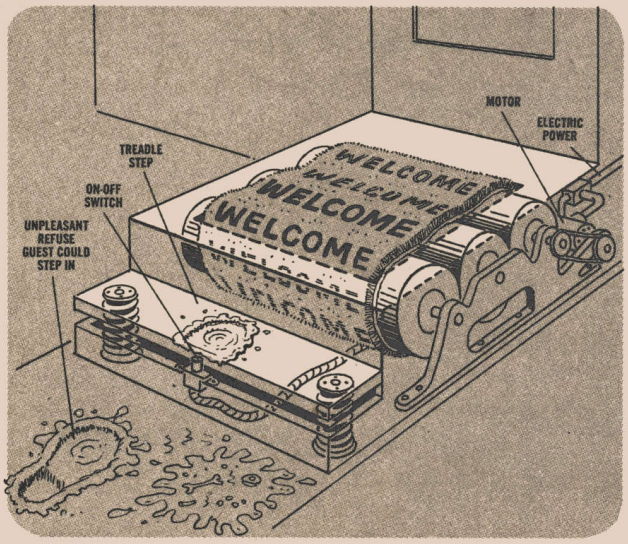
AUTOMATIC BELT DOORMAT WITH SAFETY HAND-HOLD



This gadget guarantees that no large quantities of outdoor filth can ever intrude upon your lovely home.

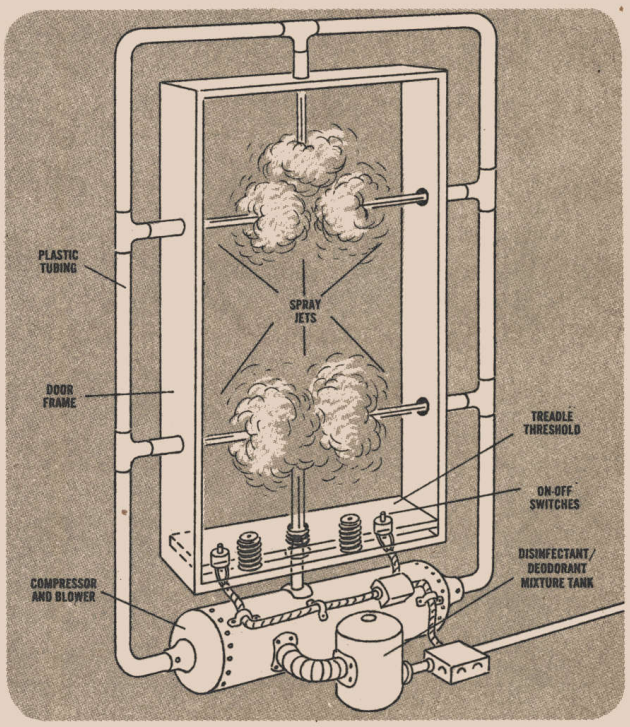


Treadle step contains switch that turns on continuous belt doormat. Safety hand-hold keeps visitors from flying across street. When door opens, belt shuts off.



AUTOMATIC FRONT DOOR DEODORIZER & DISINFECTOR

Many visitors need total slob-proofing before entering a home. This gadget accomplishes that. When guest steps on treadle threshold, switch activates a compressor-blower which instantly sprays mixture of chemical disinfectants and deodorants over entire body of the offending party.

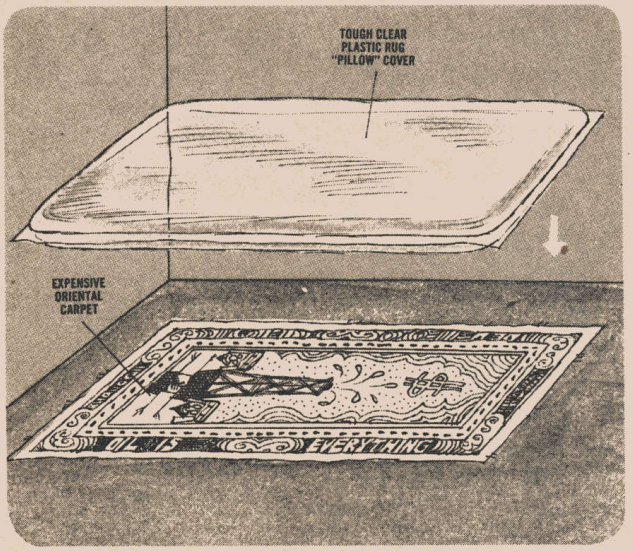


destroy it all. And so, taking a lesson from the wise Japanese who provide slippers to visitors so they don't bring outside filth into their houses, we now present . . .

OFING YOUR HOME

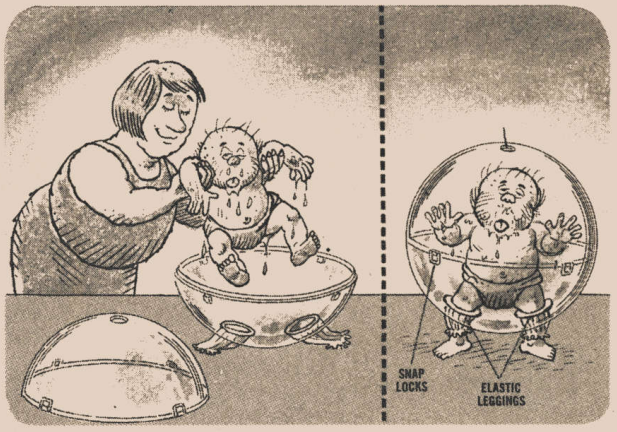
ARTIST & WRITER: AL JAFFEE

CLEAR PLASTIC "PILLOW" RUG & CROCKERY PROTECTOR



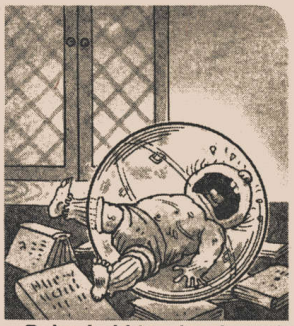
Inflatable clear plastic cover serves double function: (1) It protects precious rugs from spots, dirt, spills and ashes. (2) It cushions carelessly dropped glasses, dishes and expensive bric-a-brac, thereby preventing breakage . . . all this while at the same time allowing the beauty of prized rugs and carpets to show through.

CLEAR PLASTIC BABY BUBBLE MULTI-PURPOSE PROTECTOR



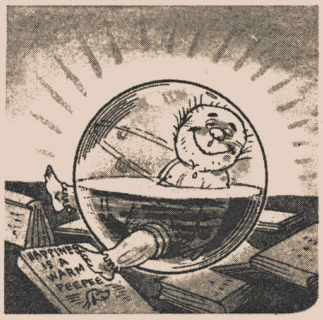
Visiting babies can create all sorts of havoc in a lovely home. Therefore, this gadget is a "must." Visitor's baby slips easily into romper-like leggings in bottom half of bubble. Top half with air holes then snaps on firmly and baby is now encased, except for feet. In this position, destructive child can move around without harming things.

Baby in bubble cannot reach for and break precious items.



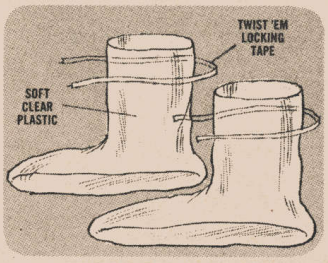
Baby bubble also happily muffles irritating screams.

When baby grows tired, he merely lies down and goes to sleep in baby bubble.

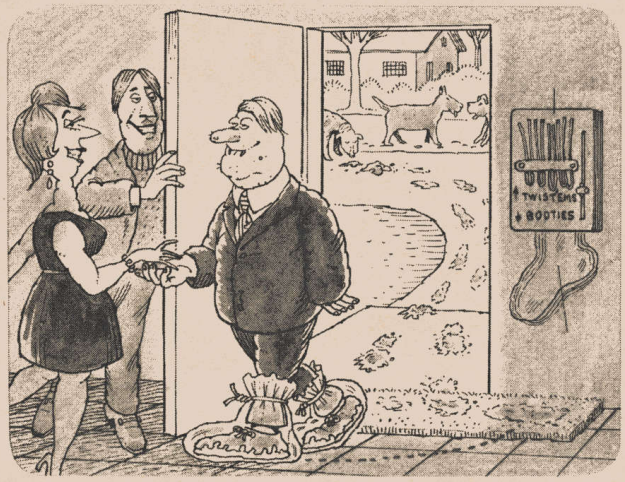


When baby wets or soils, odor and stains cannot escape from bubble to spoil furnishings.

THROW-AWAY PLASTIC BOOTIES

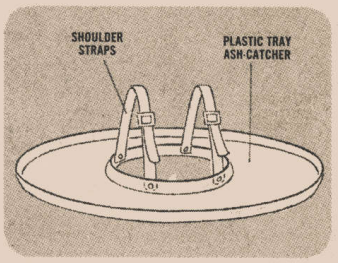


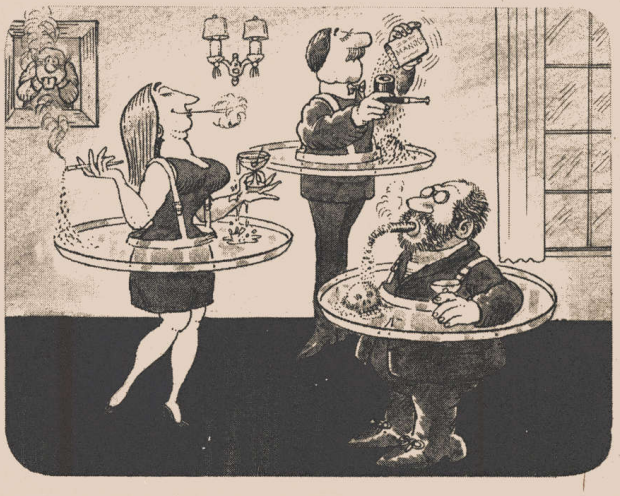
Outside filth tracked into your home can be damaging and disgusting. And since style-conscious Americans will not remove their shoes like the more practical Japanese, these clear plastic booties allow them to wear and display their precious shoes without dirtying rugs, carpets and floors.



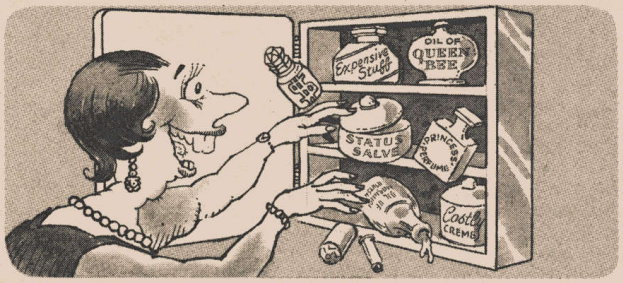
THE SLOB-SMOKER ASH-CATCHER

A major cause of home furnishings damage is the carelessly dropped cigarette or cigar, or their equally damaging ashes. These convenient, light and easy-to-wear protective devices can be worn by your sloppy smoker guests, thereby eliminating worry over this irritating problem.



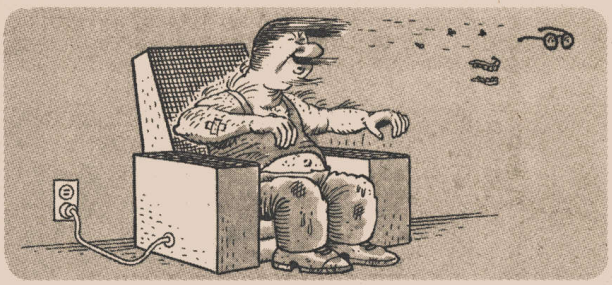


THE NOSY SLOB-GUEST DUMMY MEDICINE CABINET PROTECTOR

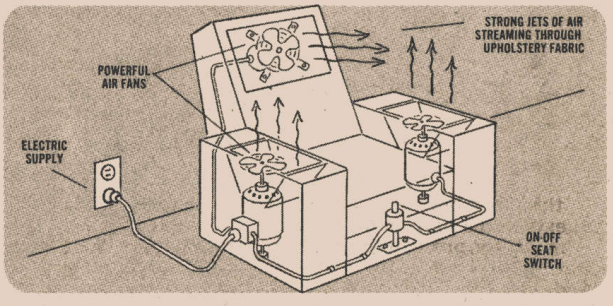


Nosy visitors love to poke around bathrooms in homes and carelessly make use of personal items like colognes, eye make-up, hair brushes and combs, tweezers, deodorants, etc. This gadget eliminates that irritating problem by safeguarding your personal things. Prior to slob guests' arrival, dummy medicine cabinet is slipped onto real one, and filled with junk you don't care what they do with.

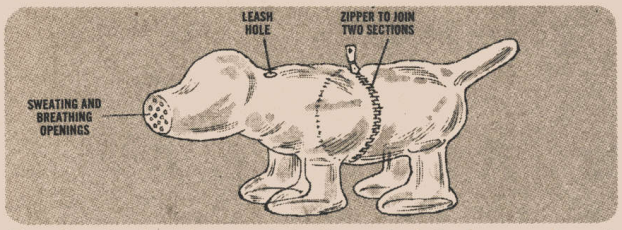
THE UPHOLSTERED FURNITURE ARM AND HEAD REST PROTECTOR



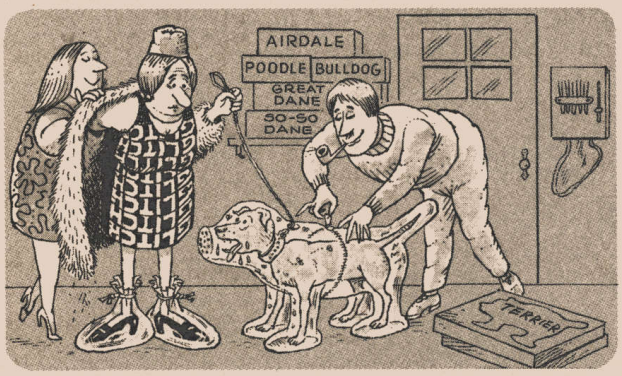
Special installation replaces old-fashioned ineffective doilies, slip-covers and other methods of protecting arms of chair from filthy, sweaty hands of careless visitors, and back of chair from oily, dandruff-laden heads. When guest sits down, fans inside arms and back of chair are switched on and powerful jets stream through the fabric and float the offending extremities on cushions of air.



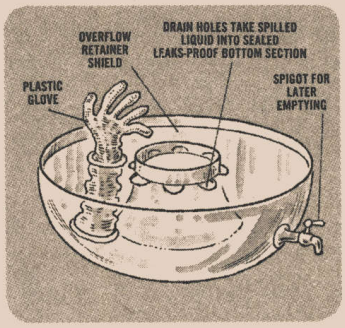
THE PET PLASTIC SAFETY BAG



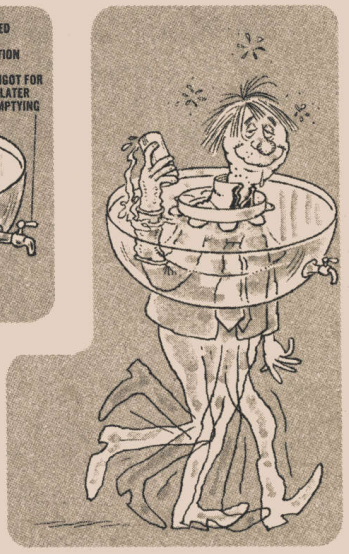
Guests who insist upon bringing pets into homes should never be invited anywhere. But for those clods who arrive with their pets unannounced, this is a fine solution. A throw-away plastic bag catches everything the pet has to offer, including odor, hair, ticks, spoor, unwiped bottom and the usual yecchy accidents. If pet owner is insulted, that's even better! Maybe he or she won't ever come back!



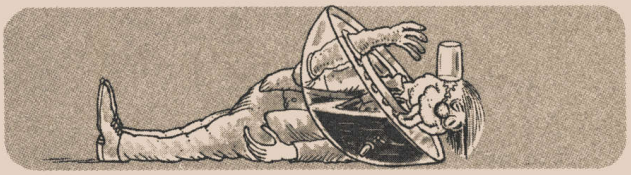
THE SLOB-DRINKER CATCH-ALL



Drinkers are notorious furnishings destroyers. Anyone who has tried to remove Bloody Mary stains from a white couch knows what we mean! But this device works perfectly. Even if drinker falls down and passes out, overflow retainer shield does not permit the liquids to spill out.

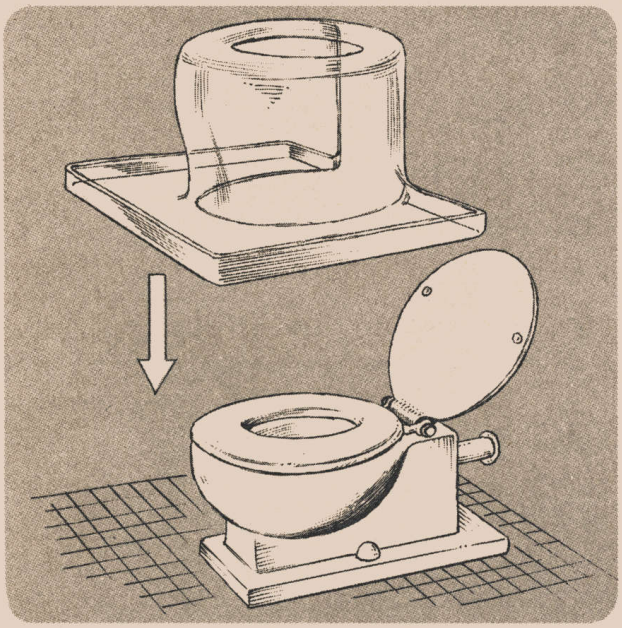


NOTE: ALSO SERVES VITAL NEED IN CASE DRINKER (YECCH) BARFS



HOW OVERFLOW RETAINER SHIELD WORKS WITH PASSED OUT DRUNK

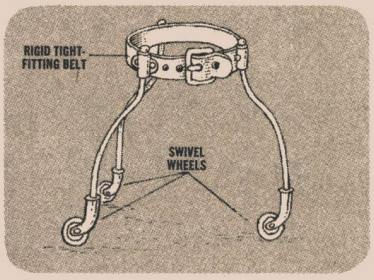
SLIP-ON DISPOSABLE PLASTIC TOILET AND FLOOR PROTECTOR

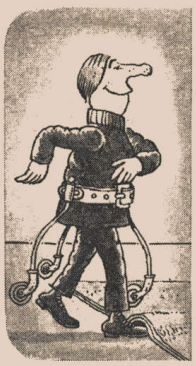


Nothing is more revolting than following careless sloppy guests into a bathroom. This simple but effective item is a 'must' for protecting your home from people like that. After guests leave, slip-on is quickly and safely removed and discarded, leaving a dry floor and a germ-free seat.

THE "KLUMSY-KART" ACCIDENT-PRONE SLOB-GUEST PROTECTOR

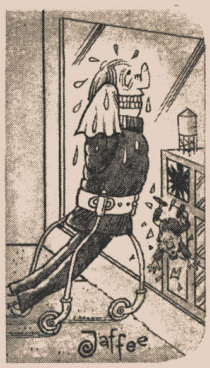
This simple belt-like device easily snaps around waist of clumsy, accident-prone guest and protects your home from his destructive tendencies. The three wheeled legs form a fall-proof tripod that prevents wearer from falling and breaking precious things . . . including his own neck.





As the clumsy guest walks, cart wheels glide smoothly along with him over floor.

When clumsy guest hooks foot under the carpet and trips, cart breaks his fall.

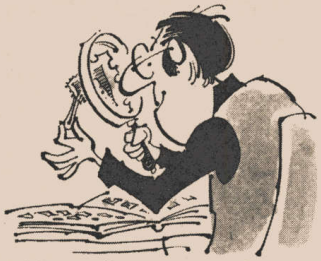
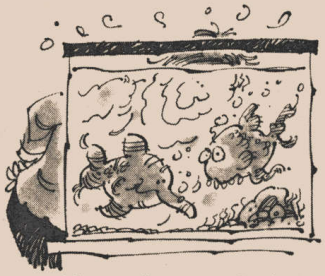
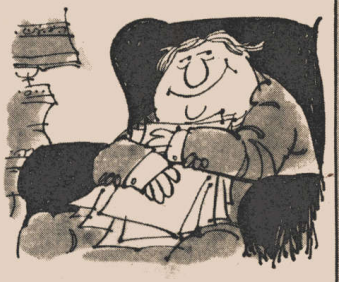


Thus clumsy guest is prevented from going through and destroying expensive window.

STATUS QUOTIENTS DEPT.

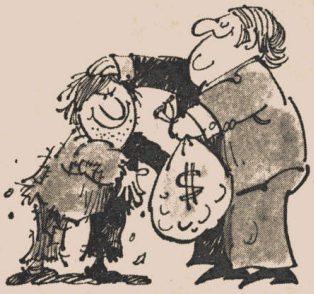
There are people who say that the American Class System is dying out... that America is becoming a "Classless Society." To those people, we say, "Forget it!" The Class System lives, and to help you distinguish who falls into what category, here's

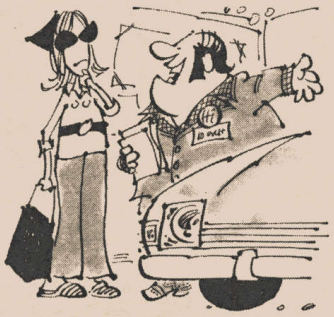
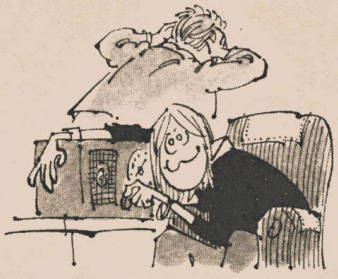
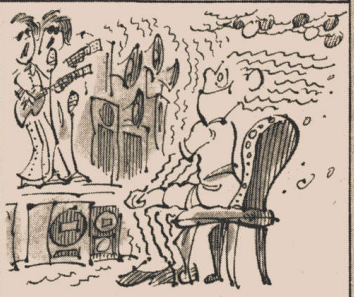
A MAD GUI
AMERICA

WHEN YOU'RE DOWN AND OUT	WHEN YOU'RE JUST GETTING BY	WHEN YOU'RE MAKING IT	WHEN YOU'RE ON TOP OF THE HEAP
You wait in line at the clinic.	You wait in line to see your family doctor.	You're put first in line to see your family doctor.	Your family doctor waits in line to see you.
You're for Busing because you figure that any change in schools has got to help.	You're against Busing because the Down-And-Outers are for it.	You take whatever view of Busing is fashionable.	You're not for or against Busing, since your kids go to private schools anyway.
You collect matchbook covers from far-away places like The Trenton Holiday Inn and Al's Bar In Sandusky.	 You collect stamps from exotic countries like Outer Mongolia and Tierra del Fuego.	 You collect tropical fish from South-Sea paradises like Tahiti and American Samoa.	 You collect common stock certificates from dull old companies like General Motors and U.S. Steel.

DE TO THE MODERN
N CLASS SYSTEM

ARTIST: PAUL COKER, JR. WRITER: FRANK JACOBS IDEA BY: MARYLIN D'AMICO

WHEN YOU'RE DOWN AND OUT	WHEN YOU'RE JUST GETTING BY	WHEN YOU'RE MAKING IT	WHEN YOU'RE ON TOP OF THE HEAP
You peep at X-rated movies in penny arcades.	You watch X-rated movies in theaters.	You rent X-rated movies and show them at home.	You date the star.
 You vote for the politician who promises to increase Welfare.	You vote for the politician who promises to preserve neighborhoods.	You vote for the politician who promises to lower taxes.	You vote for the politician you own.
You can't afford to worry about being in fashion . . . and besides, nobody cares how you look anyway.	You think you're in fashion, but you're not—because the discount store you buy from is 3 years behind the times.	You wear whatever's "In" and "Now"—regardless of cost so that everyone else Making It will know **you're** Making It.	Whatever you wear is "In"— **or else!**

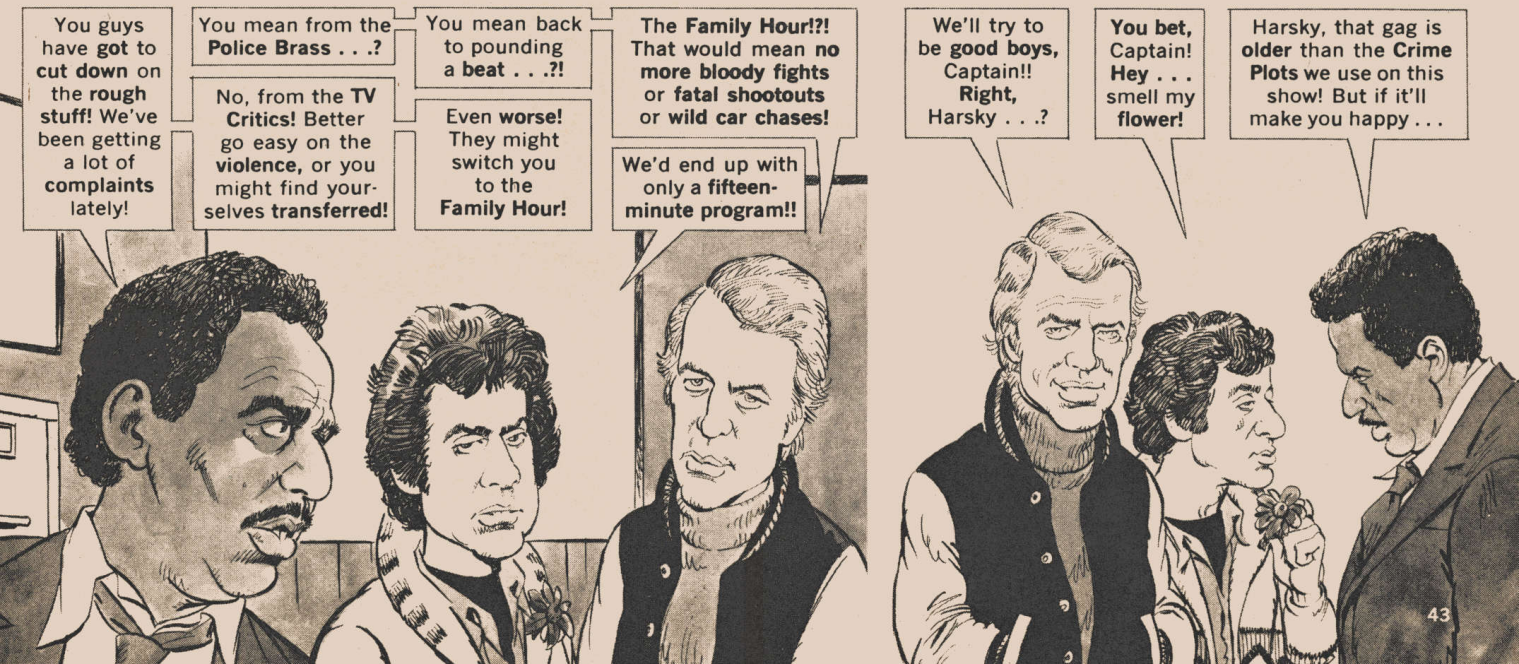
WHEN YOU'RE **DOWN AND OUT**	WHEN YOU'RE **JUST GETTING BY**	WHEN YOU'RE **MAKING IT**	WHEN YOU'RE **ON TOP OF THE HEAP**
You own a '66 Volkswagen and you have your eye on a '71 Chevrolet.	 You own a '71 Chevrolet and you have your eye on a '76 Gremlin.	You own a '76 Oldmobile and you have your eye on a '77 Mercedes.	You own a '21 Pierce-Arrow and you have your eye on a '06 Reo.
 You let your daughter hear the Rolling Stones on the radio for her 16th Birthday . . . after you're through listening to the ball game.	You give your daughter a Rolling Stones record album for her 16th Birthday.	You buy your daughter front-row seats for a Rolling Stones live concert for her 16th Birthday.	 You hire the Rolling Stones to entertain at your daughter's Sweet Sixteen Birthday Party.
You don't think about the past or the future, being too worried about the present.	You wonder what you could have done in the past to improve the present that's been giving you so many worries about the future.	You hope the future will be as much of an improvement on the present as the present has been on the past.	You couldn't care less about the whole thing.
You scream at your wife for overspending.	You scream at your wife for overspending.	You scream at your wife for overspending.	You scream at your wife for overspending.

BLUNDER-COVER DEPT.

Here we go with MAD's version of TV's latest Hit Show in which two guys develop a close relationship while driving around in a car, fighting crime. It's sort of an up-dated, realistic rip-off of "Batman and Robin" called . . .

HARSKY & STUTCH

ARTIST: ANGELO TORRES WRITER: LOU SILVERSTONE



YAIIIEE!! I'm **blind!!** I **can't see!** Harsky, some day, you're going to go **TOO FAR!**

I filled it with **MACE! Funny,** eh?

It sounds like Captain Dopey is **losing** his **sense of humor!**

Here . . . Captain! Sit on **this!** You'll be more comfortable!

Man, that **"Whoopee Cushion"** gets ·em **every time!** *Hah-hah!*

The D.A. here has a **special job** for you clowns! **Anthony Saluggi,** the **ex-Mafia boss,** is **turning State's evidence,** and **you two** will have to **escort** him from the **hotel room** where we've got him stashed, to the **Courthouse!**

But that's only **across the street!** Why **us?!** We ain't no **School Crossing Guards!**

Because this is a **Key Witness** . . . and you're my **best men!**

These are your **best men?** The Police Dept. is in **worse** shape than I **thought!!**

BRAFFP!!

Man . . . **you** call that **PO-LICE work?!** Escortin' some **jive dude** to a **Courthouse?!**

Like, **I** call that **"Baby Sittin' "!**

Hello, **Boss!** I just got the **word . . .!** Saluggi is gonna **testify TODAY!**

Are you **sure?**

Why do you think I **EAT** in this dump?! Harsky and Stutch **always** tell **Buggy Hair** what their **assignments** are!

I'll arrange for the **"Hit"!**

I'd like a room with a **fantastic view,** please!

Sorry . . . but all the rooms that overlook the **Massage Parlor** are **full!** The only **vacancy** we have overlooks the **Courthouse!**

By a very strange coincidence, that is **exactly** the view I **want . . .!**

That makes you a **Courthouse freak,** or a **Hit Man!** How long will you stay?

Just a few hours! **Hey!!** Be careful with that **luggage!** It **might go off!**

That **cinches** it!! You're a **COURTHOUSE FREAK!!** No fool, **I . . . !!**

C'mon, Turkey! Get in the **car!** We're going **bye-bye!**

But . . . the **Courthouse** is only just **across the street!** Why not **walk** him?

We figure maybe a little **drive** will lend some **excitement** to this nursemaid job you saddled us with!

What's so **exciting** about a **ride** around the **block?!?**

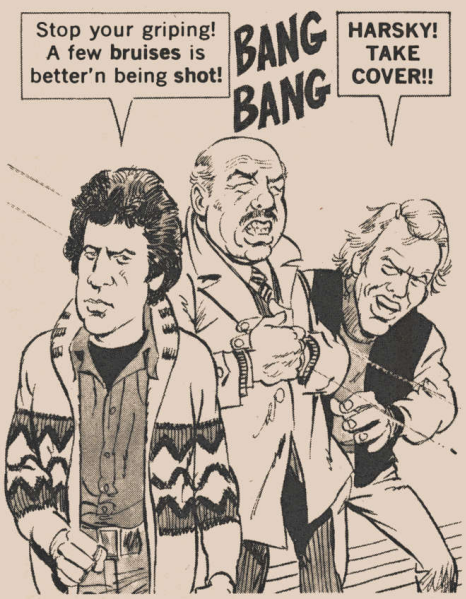
Who said anything about driving around the **block?!?**

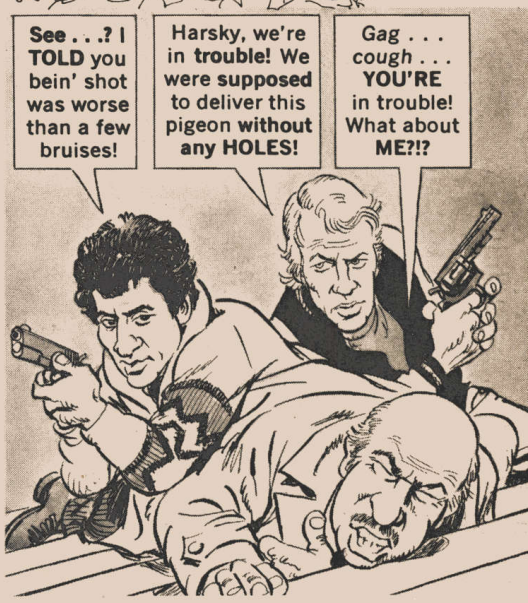
NO LITTER

NO PARKING ANYTIME NO WAY NO HOW

SCREEEECCH!

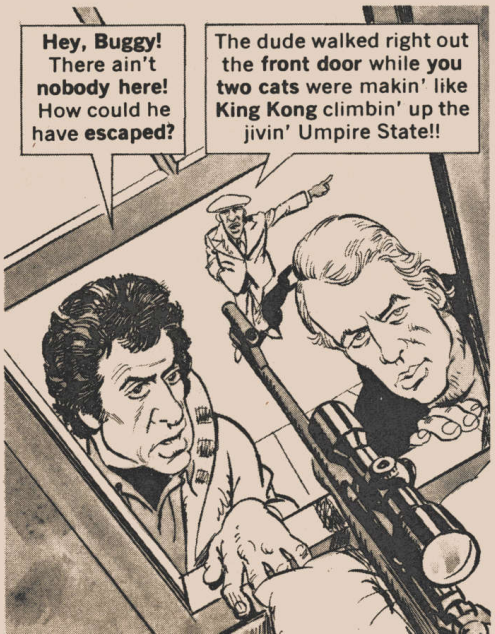
Well, here we are! How's our boy doing?
He seems to be okay . . . except for some minor contusions and abrasions!
This is Police protection?! I'd be safer in a MINE FIELD!!


Stop your griping! A few bruises is better'n being shot!
BANG BANG
HARSKY! TAKE COVER!!


See . . .? I TOLD you bein' shot was worse than a few bruises!
Harsky, we're in trouble! We were supposed to deliver this pigeon without any HOLES!
Gag . . . cough . . . YOU'RE in trouble! What about ME?!?

Buggy, we need your help! That heavy witness we were taking to the Courthouse just got blasted! What do you hear in the street?
What do I hear? I'll tell you what I hear, Man! I hear all the foxy ladies sayin' "Buggy Hair, you are the greatest!"
We mean about the "Hit"!
I'm gonna lay the straight dope on you! The shots came from that hotel! See that window up there? The one with the rifle barrel protudin' from it?
Yeah! What about it?!
Well, that's where the Mechanic did his thing, Man!
HOTEL
RESTAUR

He may be right! Let's check it out!
I'm right behind you!


Hey, Buggy! There ain't nobody here! How could he have escaped?
The dude walked right out the front door while you two cats were makin' like King Kong climbin' up the jivin' Umpire State!!

Saluggi was only wounded, so he was rushed to the Hospital! But we're sure that they'll try to finish him off there . . .
Yeah, I know what you mean! Hospitals ain't what they used to be! My Aunt went in, just to have her tonsils out—and they wiped HER out, instead!
Harsky, I think the Captain means the Hit Man will try to finish the job at the Hospital!

Right! And you two are elected to see that it doesn't come off!

We already DID our Guard Duty bit! Get someone ELSE to handle it!

Sorry! If I send some other Cops to the Hospital, they might forget why they're there and start foolin' around with the Nurses! With you two guys, I don't have to worry!

Boy . . . a Hospital! What a chance to play "Doctor"!

With the patients?

No, with each other!

Forget it! Let's try to find our Hit Man! Spread out and scout around! Look for anybody acting suspicious!

Hey . . . what's going on in here!?!

HOLD IT!! I'm a Police Officer!!

BLAMM BLAMM

What happened . . .??

I spotted this guy wearing a mask and carrying a knife! I identified myself as a Cop, and then I blew him away!

Harsky, this is an Operating Room! ALL Doctors wear masks when they operate! You just burned the Chief Surgeon!

Ooops! Sorry about that! Okay . . . the rest of you can put down your hands!

Boy, the Captain's gonna be teed off when he hears about this!!

What are you getting uptight about!? I went according to the book!! Er . . . Stutch . . . I think I see our guy! He's wearing a mask . . . and he's doing a knife act!

It's just another operation!

Okay, have it your way! But it sure is a strange place to have an operation . . . out here in the HALL! And the PATIENT is the COP that's guarding Saluggi's ROOM!!

Harsky, you BLEW it! You let our man get away!!

I blew it?! How do you like that?! YOU said—

Never MIND what I said! C'mon!! Let's find him!

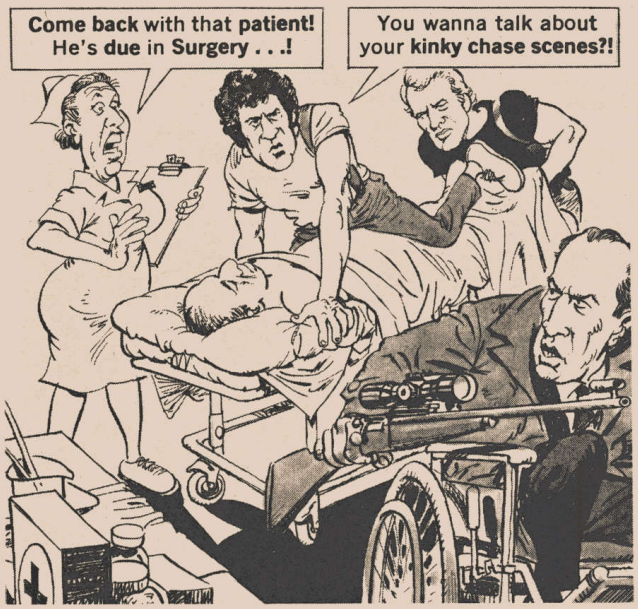
Stutch, that guy in the wheel chair! There's something SUSPICIOUS about him!

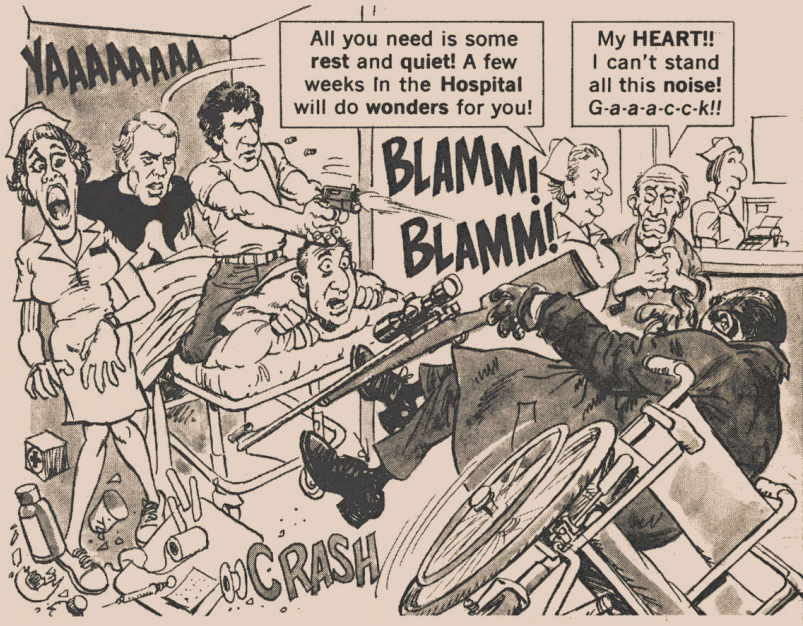
Hey, man! This IS a Hospital! What's so suspicious about a guy in a wheel chair?

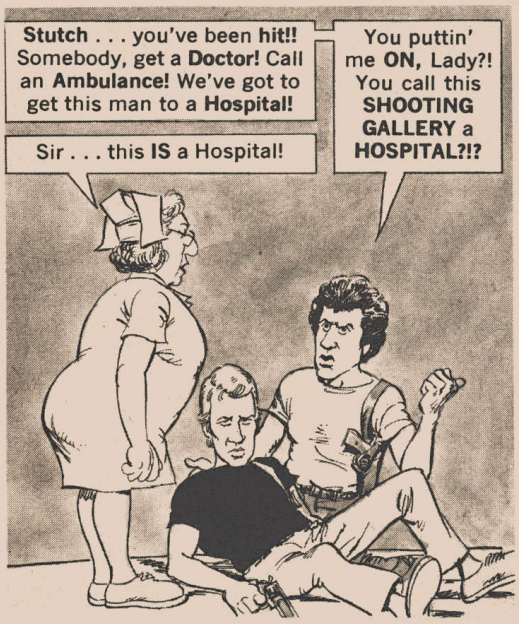
Well, for one thing, he's pushing himself with a RIFLE!!

And now he's FIRING that rifle! At US!!

You're right! That IS suspicious!! Nail him!!


Come back with that patient! He's due in Surgery . . .!
You wanna talk about your kinky chase scenes?!


YAAAAAAAA
All you need is some rest and quiet! A few weeks In the Hospital will do wonders for you!
My HEART!! I can't stand all this noise! G-a-a-a-c-c-k!!
BLAMM! BLAMM!
CRASH


Stutch . . . you've been hit!! Somebody, get a Doctor! Call an Ambulance! We've got to get this man to a Hospital!
Sir . . . this IS a Hospital!
You puttin' me ON, Lady?! You call this SHOOTING GALLERY a HOSPITAL?!?

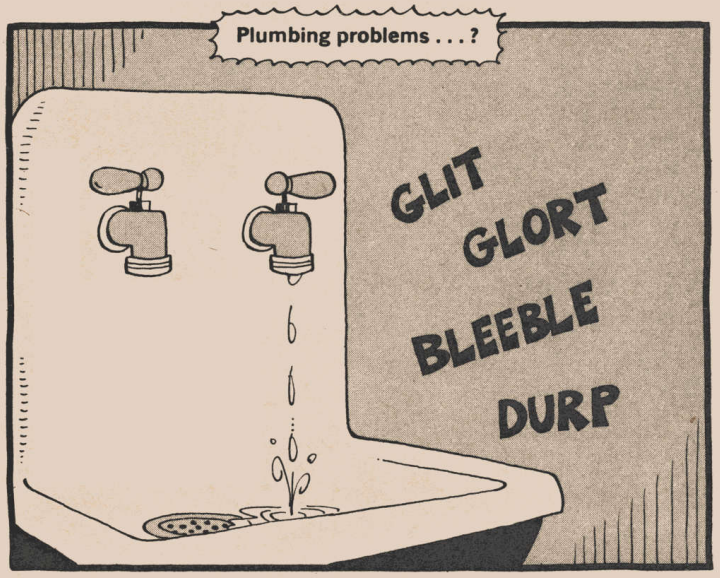
Well . . . how's our patient doing, Nurse?
He'll live! Luckily he was hit in the thick of his head!

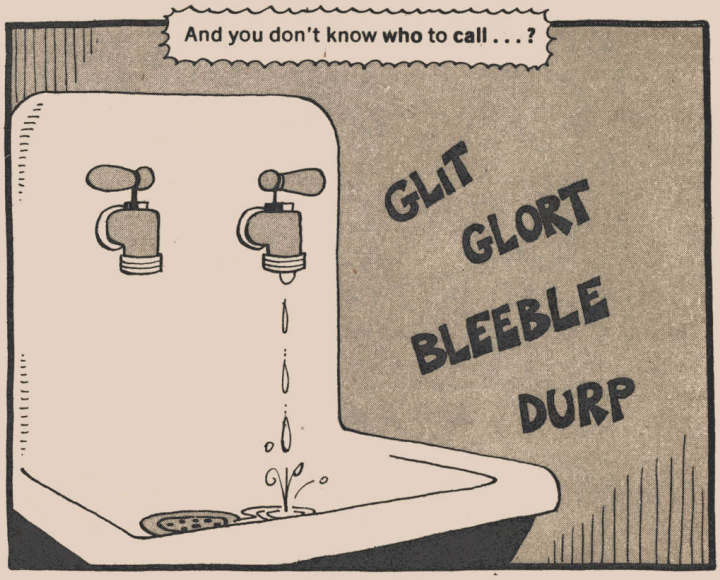
Don't you think you're carrying this "Buddy" stuff too far, Harsky?!
What's "Rectal" mean . . . ?
YECCHH!!

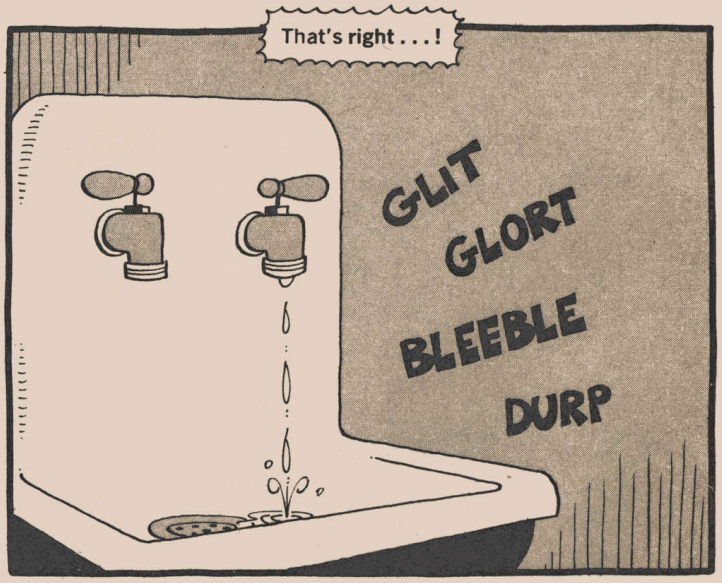
I've got great news, guys! At this very moment, Saluggi is spilling his guts for the Jury!
He's not in the Hospital! That man you were allegedly protecting was a "DECOY" . . . to draw the Mob's attention while we smuggled the REAL Saluggi into the Courthouse!
I don't blame him! You should TASTE the food in this place!

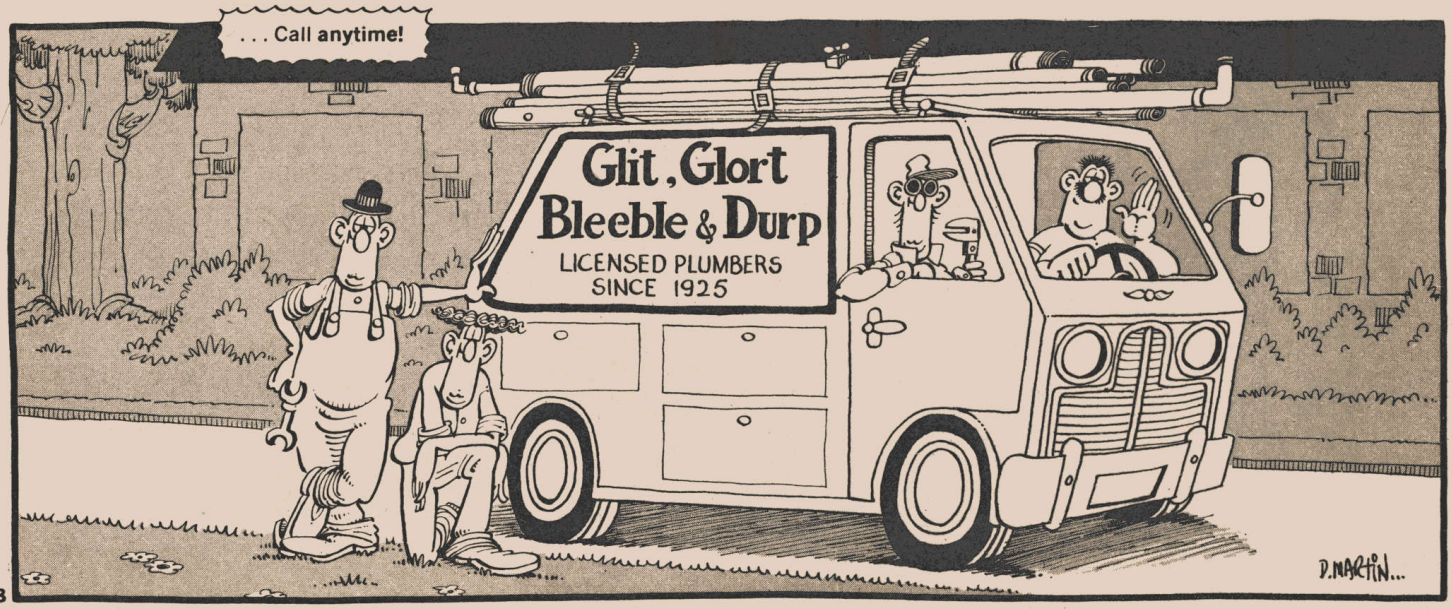
You forgot one little detail! We COULD have been KILLED!!
You get the idea!!
No WONDER you gave us these T-SHIRTS with the TARGETS painted on them!!
Now, we're EVEN for the "Squirt Flower" and the "Whoopee Cushion"!

AN ADVERTISEMENT









WHAT ABUSED OLD TIMER NEEDS MORE TENDER LOVING CARE THAN EVER LATELY?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

The problems of The Aged have been in the news a lot lately. But one Old Timer in particular has taken some rough punishment in recent years. To discover the identity of this poor maligned and maltreated Old Thing, fold in the page as shown.

FOLD PAGE OVER LIKE THIS!

A ▶ FOLD THIS SECTION OVER LEFT ◀ B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER: AL JAFFEE

THE GENTLE NEEDS OF OUR SENIOR CITIZENS ARE MISUNDERSTOOD OFTEN. SOMEDAY, WE'LL ALL BE IN TROUBLE IF WE BUILD USELESS, UGLY PLACES INSTEAD OF SOLVING THIS DILEMMA

A ▶ ◀ B

Sorry State U.S.A.

Political Directory 1976

Bull System

WHAT ABUSED OLD TIMER NEEDS MORE TENDER LOVING CARE THAN EVER LATELY?

FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

THE GOOD
OLD
USA

A▶◀B